A REVIEW OF TRENDS IN CANADIAN RADIO LISTENING

1976 - 1985

Prepared for the
TASK FORCE ON BROADCASTING

by
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INTRODUCTION

This document reviews some of the basic facts of radio use in Canada today. It provides perspective by putting these facts in the context of the last decade - the period 1976 through 1985.

This period was marked by the granting of new radio licences (especially FM licences) to both private broadcasters and the CBC. The 1976 report of the C.R.T.C. showed that there were 874 radio broadcasting outlets in Canada. By 1984, this had risen to 1540. These include all originating and rebroadcast radio signals. On the other hand, the ten year period was far from buoyant for radio revenues. In 1976, advertising expenditures in Canada represented 1.11 percent of GNP; radio's share was 10.8 percent. In 1984, advertising expenditures accounted for 1.34 percent of GNP and radio's share of the total had fallen to 9.7 percent. It is against this background that we review trends in radio listening.

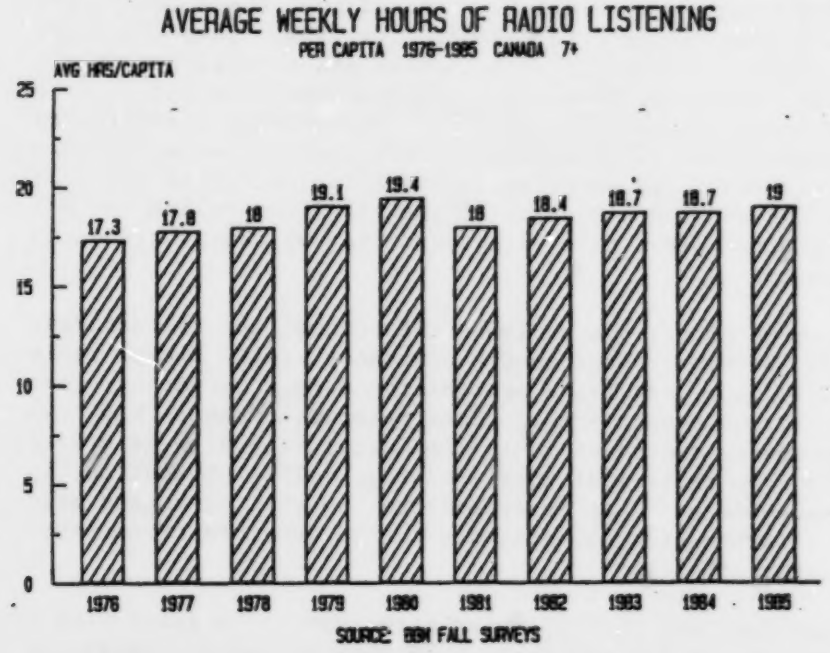
The source of all the audience information in this document is the BBM Bureau of Broadcast Measurement Fall Sweep radio survey. This is a very large probability sample survey of some 70,000 to 80,000 respondents. Each respondent keeps his own personal one-week record of radio listening; all aggregate data is compiled from these individual records. The information is therefore **behavioural** -- it describes the use that Canadians make of radio. Information on **attitudes** can be obtained from this data only inferentially.

This document has the following structure. We start with a brief essay summarizing the data. We show the pervasiveness of radio usage and the stability of the major parameters of that usage over the past ten years. This is followed by an examination of three main areas: the growth of the audience to FM radio, largely at the expense of AM radio; the position of public radio (CBC) in the whole mix; and the skew in audiences to major market stations, with attendant consequences on audiences to smaller market stations. Following this short essay, detailed tables document each feature of the radio audience. Each table is preceeded by an explanatory note. The tables are identified by Roman numerals. Reference is made to these tables in the text, using the Roman numerals.

RADIO LISTENING IN CANADA

Almost everyone listens to radio. During the average week in the Fall of 1985, 94 percent of Canadians aged 7 or more listened to the radio at least once. The average person listened for 19 hours. (A comparison: the average person listens to about 23 hours of television a week). These radio figures have stood unchanged during the past ten years (Figure 1). Per capita radio usage has generally stayed within the narrow band of 18 to 19 hours of use per week.

FIGURE 1



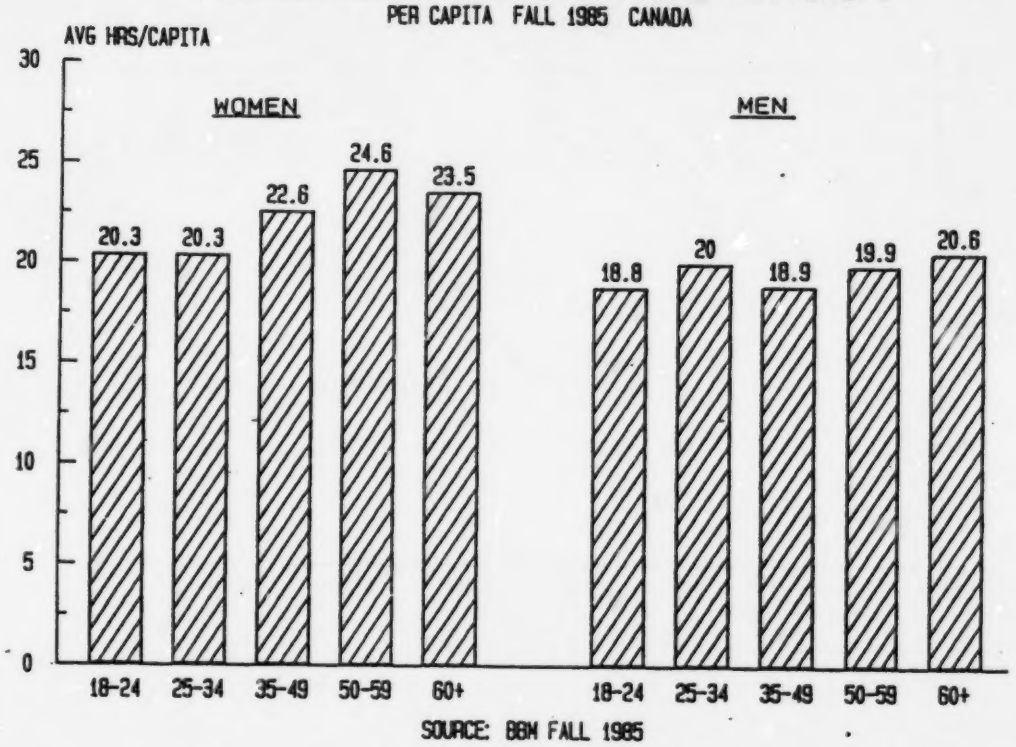
Central Canada listens to slightly more radio per capita than does Atlantic or Western Canada, but the differences are small and have tended to persist during the whole ten year period under review. (TABLE I). Differences between major metropolitan areas tend to follow this overall pattern: the major c.m.a.'s in Quebec have higher per capita usage than the rest. It also appears that the large metropolitan areas (Montreal, Toronto, Vancouver) listen to more radio per capita than the average for the province in which they are located.(TABLE II). With the data available it is not possible to determine whether this is due to the wider choice of radio stations available, or simply to the greater opportunity to listen provided by longer commute times etc.

Radio has broad appeal, across many different subgroups of the population (see Figure 2.).

FIGURE 2

AVERAGE WEEKLY HOURS OF RADIO LISTENING

PER CAPITA FALL 1985 CANADA



SOURCE: BBM FALL 1985

The youngest women (18-24) listen to 20.3 hours per week, the oldest, 23.5 hours per week. The variance between age groups for men is even less pronounced. (18.8 hours per capita for those in the 18-24 age group compared to 20.6 for those aged 60 or more). Incidentally, teenagers listen for 13.6 hours per capita per week -- significantly less than adults, giving the lie to the image that some hold of radio as a teenage juke-box.

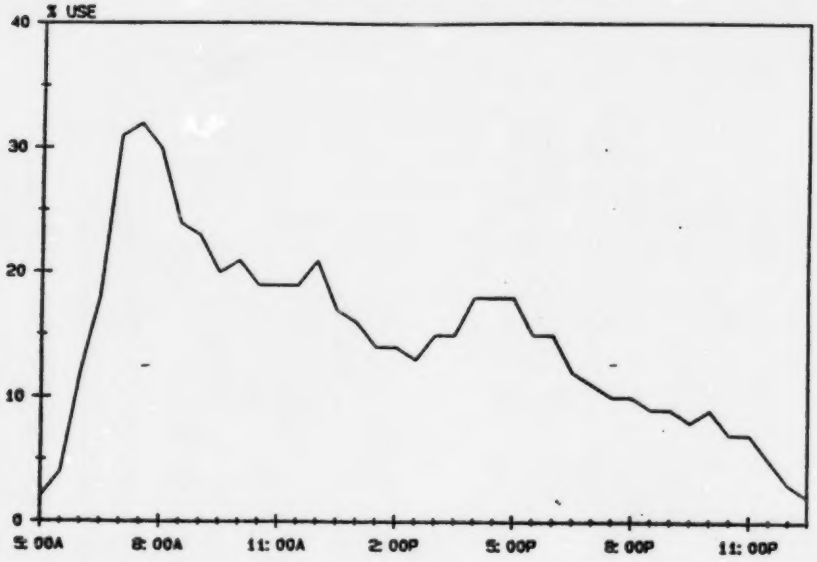
Similar comparisons by educational level, language spoken, labour-force status and occupation confirm this broad appeal of radio. (TABLE III). Few significant differences in usage by subgroup emerge, providing an interesting comparison with the audience for television. (Per capita usage of television by adults shows a strong positive correlation with age group for both men and women, and a strong negative correlation with years of formal education).

Radio's prime time is the early morning hours. Figure 3 shows the percent of the population (7 and over) listening to radio on the average week day, half hour by half hour, starting at 5.00 a.m. and ending at Midnight. Radio reaches a maximum usage of 33 percent at 8.00 a.m. and use declines thereafter. There are two smaller peaks at lunchtime and at 5.00 p.m. The importance of the breakfast period for radio is underlined by the fact that 85 per cent of those who are going to listen to radio on a given weekday, will have done so by 10.00 a.m.

FIGURE 3

USE OF RADIO BY 1/2 HOUR FALL 1985

CANADA 7+ MONDAY-FRIDAY AVERAGE



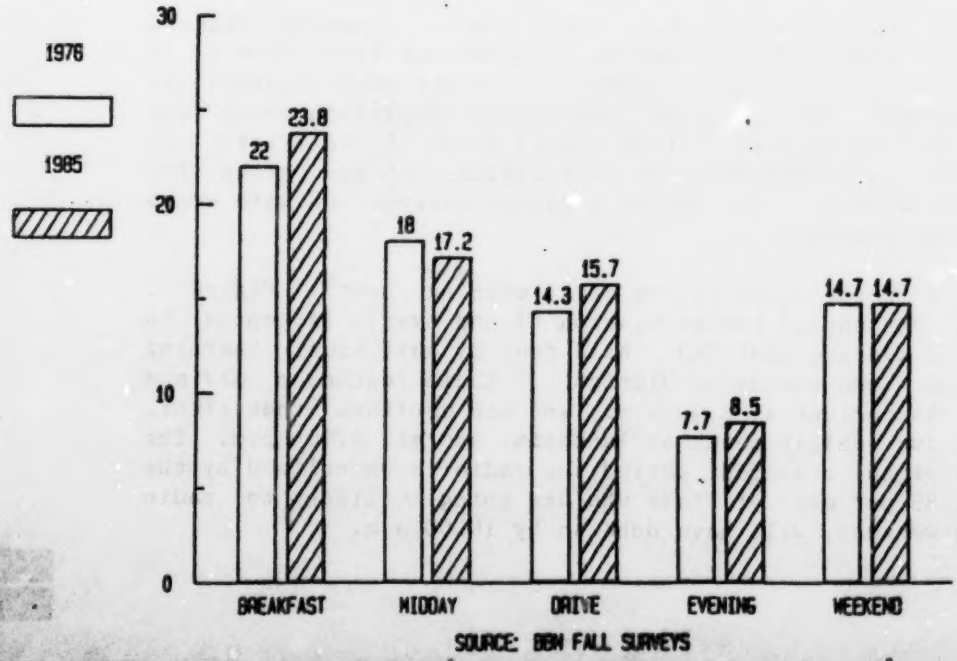
SOURCE: BBM FALL 1985

Once again, the pattern of radio use illustrated in figure 3 is nothing new. Figure 4 provides some comparative figures for 1976 and 1985. (See also TABLE IV).

FIGURE 4

AVERAGE 1/4 HR USE OF RADIO BY TIMEBLOCK

FALL 1976 VS FALL 1985 CANADA 7+



SOURCE: BBM FALL SURVEYS

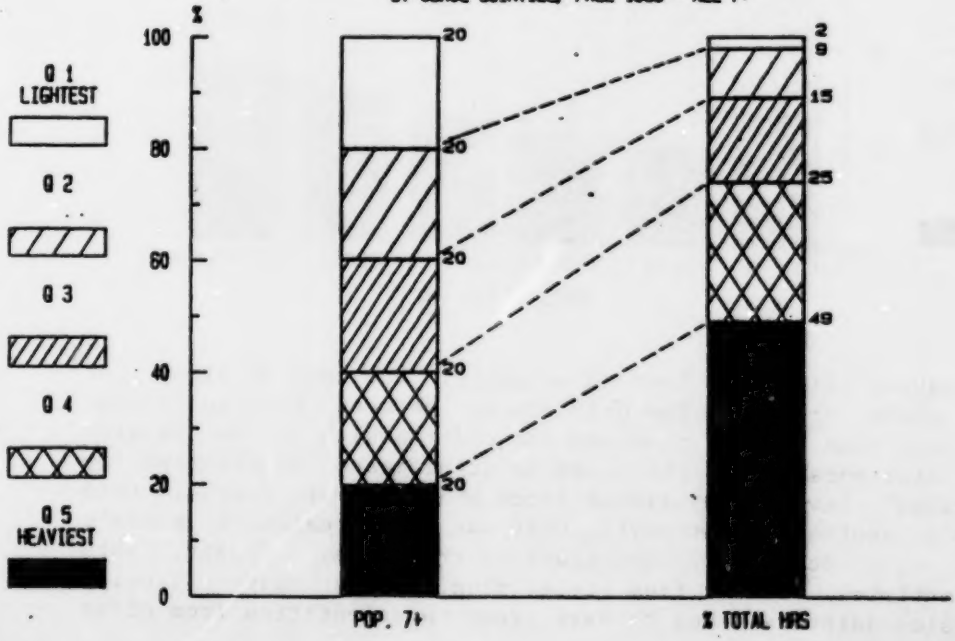
In each case, the bar represents "average quarter hour radio use" -- i.e. the **average** percent of the population listening to radio during a defined broad time block. The time-blocks are **breakfast** (6.00 a.m. to 10.00 a.m. on Weekdays); **Midday** (10.00 a.m. to 3.00 p.m. on weekdays);**Drive** (3.00 p.m. to 7.00 p.m. on weekdays);**Night** (7.00 p.m. to Midnight on weekdays); and **Weekend** (7.00 a.m. to 7.00 p.m. Saturday and Sunday). As this figure shows, the overall pattern has remained the same over the ten years, although there is some tendency for breakfast, drive and evening audiences to increase while midday audiences have declined. (Again, it is important to remember that this is behavioural data, and we can only speculate as to whether this change is due to programming or to other more general phenomena such as increasing female participation in the labour force, etc.).

Radio is like many other products (including other media), in that a large percentage of total usage is accounted for by a relatively small percentage of total users. In Figure 5, we have taken all respondents to the latest BBM Fall radio survey and ranked them according to the total amount of radio listening done -- from least to most. The total ordered sample was then divided into five numerically equal parts, or quintiles.

FIGURE 5

DISTRIBUTION OF ALL RADIO LISTENING

BY USAGE QUINTILE, FALL 1985 - ALL 7+



SOURCE: BBM FALL 1985

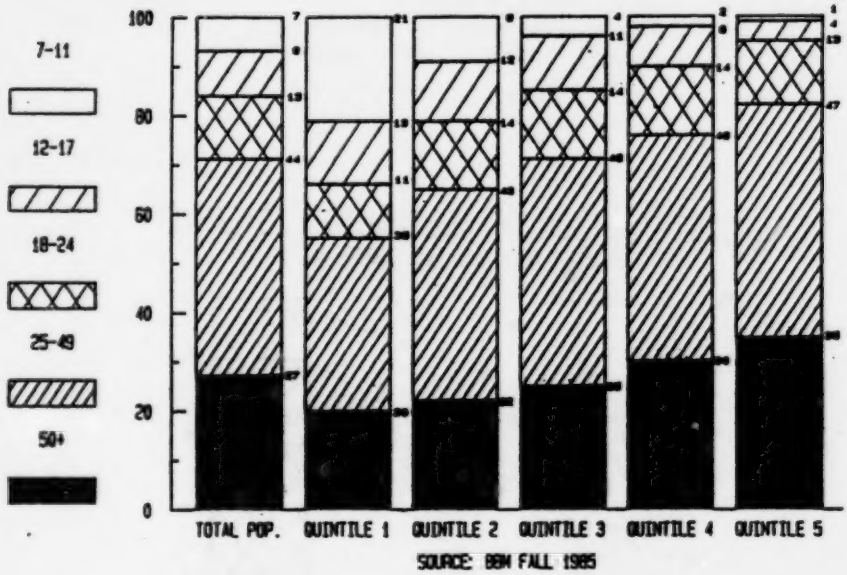
The top quintile includes those doing the least radio listening; the bottom quintile includes those doing the most. The "heavy-use" quintile accounts for almost half (49 percent) of all radio use; the next heaviest quintile accounts for 25 percent of all radio use. This means that 40 percent of the population accounts for almost three quarters of all radio listening. (TABLE V). This distribution has not changed in the past ten years, and is very similar to the quintile distribution for television. (Forty percent of the population accounts for 78 percent of all television use). (TABLE VI).

It is of some interest to look at the characteristics of heavy medium and light users of radio in total. This is done in Figure 6, which shows the age-distribution of the population in total and of each radio listening quintile. Children and teenagers are disproportionately in the lowest listening quintile and disproportionately absent from the highest listening quintile. (TABLE VII).

FIGURE 6.

CHARACTERISTICS OF RADIO USAGE QUINTILES

CANADA - FALL 1985



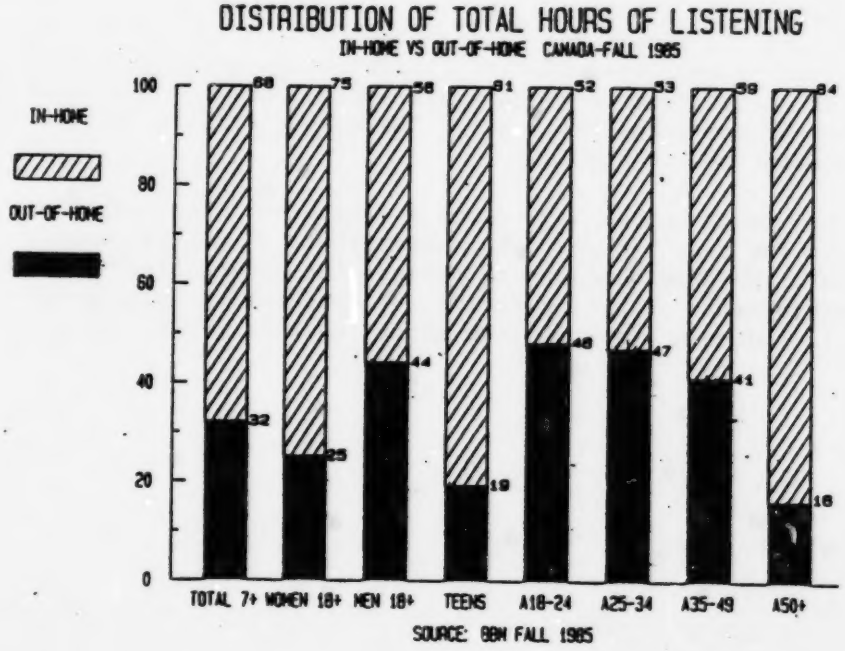
SOURCE: BBM FALL 1985

Heavier listeners tend to be adult, but once we allow for this, there are very few differences between the quintiles. There is some slight tendency for older adults to be heavier radio listeners, but there are no significant differences by educational level or by labour force status. Of course, this simply is another way of saying what was stated earlier: radio's appeal cuts across all demographic groupings. (Again, this differentiates radio from television. The heavy viewing television quintile tends to have great representation from older viewers).

The fact that radio as a medium has broad appeal, with no marked tendency to attract one subgroup of the population to a much greater extent than another, does not mean that all people are attracted to everything. Radio, especially major market radio, is characterised by segmentation: one radio station selects a market segment and fashions its appeal to that segment with the result that, in general, there is something for everyone but not everyone for each radio station. Again, working with the data available, there is no way of telling whether this is cause or effect. Is there something about radio as a medium that gives it wide appeal and allows easy segmentation strategies? Or, conversely, does the fact of segmentation result in its wide appeal? Would a similar strategy work with television? These are questions to which we have no answers.

Radio is distinguished by its portability. Not surprisingly, 32 percent of all radio listening is done outside the home (in cars, at work,etc.). (See Figure 7) (TABLE VIII).

FIGURE 7



Out of home listening is more important for men than for women (44 per cent versus 25 percent) and for younger adults than for older adults. (TABLES VIII & IX). The importance of out of home radio listening has, of course, implications for the likely success of cable or satellite-delivered radio signals. Its importance (as opposed to the in-home nature of television viewing) may well contribute to the lack of skew in heavy user characteristics outlined above.

Canadian viewing of U.S. television signals is significant. (62 percent of Canadians watch a U.S. station during an average week; U.S. television stations have a 23 percent share of market in Canada). However, with several local exceptions, this is not the case for radio. In the major metropolitan areas of Toronto and Vancouver, where U.S. signals are certainly there for the picking, the total U.S. share of audience is 4 percent and 6 percent respectively. Two areas of relatively high penetration are Windsor (where almost 60 percent of listening is to U.S. stations) and the St. Catharines area, where just over a quarter of radio listening is to U.S. stations. As with other characteristics of the Canadian radio audience outlined here, there is nothing particularly new about this situation. (TABLE X).

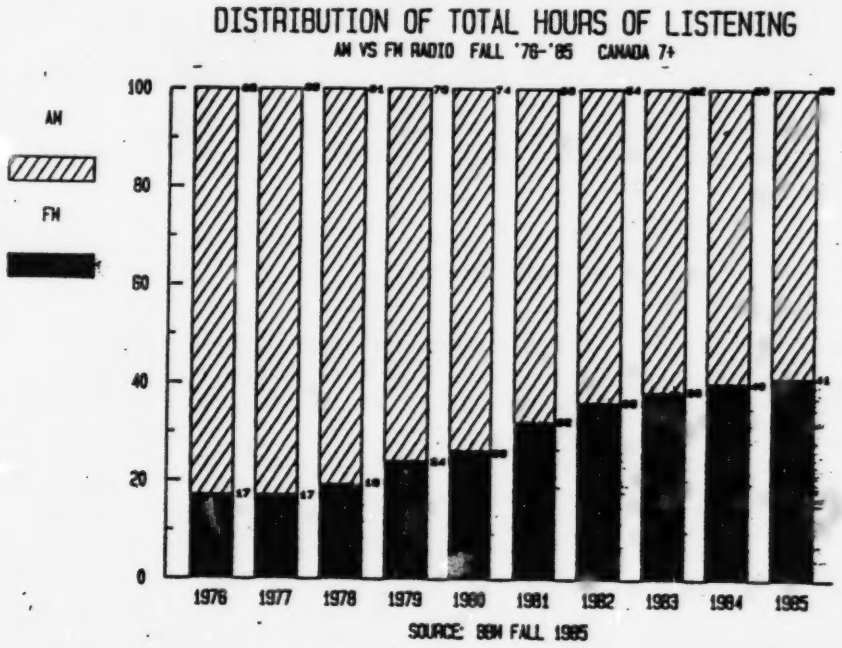
These, then, are the dimensions of radio listening in Canada. Radio reaches almost everyone, for significant periods of time. It has broad appeal across different demographic groups in the population; heavy listeners tend to have similar demographic characteristics as light listeners. It has a distinct pattern of use across the day, peaking early. Out of home listening is important; listening to U.S. stations is not.And, perhaps most importantly, the patterns are stable. An analysis of data from ten years ago would produce the same conclusions as one from this year. The market size is stable; its characteristics are stable.

All of which naturally raises a question: has anything happened in the past ten years to redistribute a fairly stable total market. We examine two such things: the growth of FM radio and the performance of public radio. We conclude by raising the problem of audience "spill" from major markets into smaller markets.

THE GROWTH OF FM

In 1976, FM radio accounted for 17 percent of all radio use in Canada. By 1985, this figure had risen to 41 percent. By any account, this phenomenal growth is the "story" of the last ten years. (See Figure 8). And, of course, given the stability of the total radio market, as established earlier, this growth could only occur at the expense of AM radio. The sources of the growth are found in both the licensing of new stations and in the growth of existing FM stations. (TABLE XI).

FIGURE 8

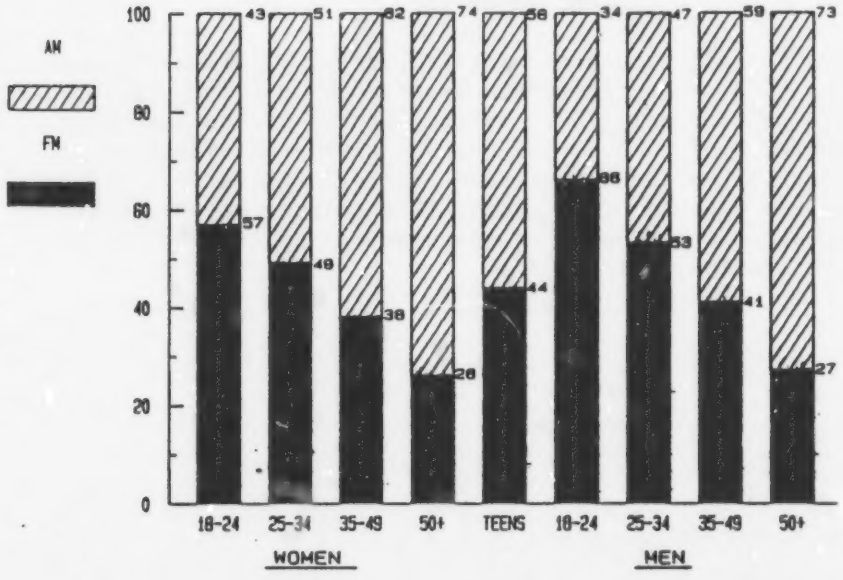


The growth in FM audiences was precisely among the demographic groups that advertisers find most attractive: younger adults, living in major urban areas. As Figure 9 shows, by 1985 a majority of the listening of women aged 18-24 was to FM stations; women in the 25-34 age group split their listening time about equally between FM and AM radio. A similar situation prevailed for men: a clear majority of time spent listening by men aged 18-24 and 25-34 was to FM radio stations. Conversely, among those aged 50 and over (both men and women) just under three quarters of listening time continued to be done to AM radio stations.

FIGURE 9

DISTRIBUTION OF TOTAL HOURS OF LISTENING

AM VS FM, BY DEMOGRAPHIC-CANADA FALL 1985



SOURCE: BBM FALL 1985

FM's share of the total radio market is significantly higher among francophones than anglophones. The more years of formal education a listener has, the more likely is it that more of his listening is to FM. Working women listen to more FM radio than non-working women. Those in white collar occupations tend to listen to more FM than those in blue collar occupations. (TABLE XII).

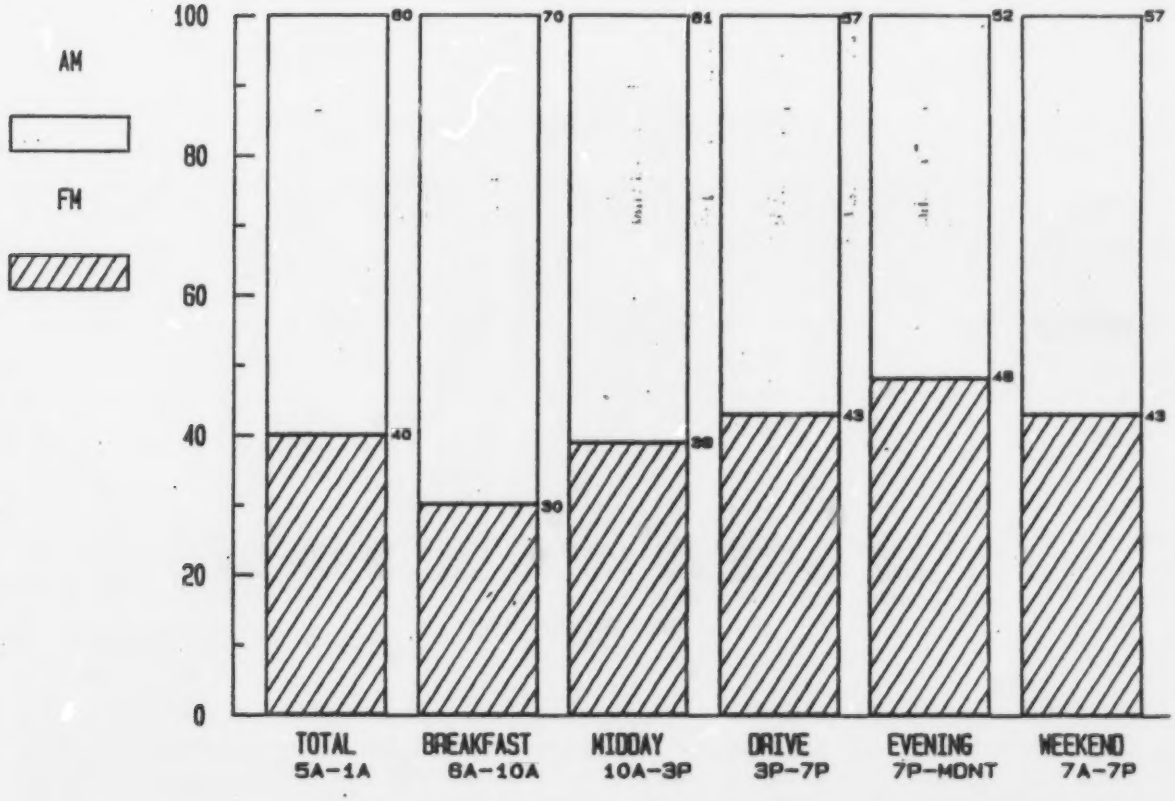
While FM's share of total listening has increased in all provinces, the growth is most pronounced in Ontario and Quebec, where it now accounts for almost half of all radio listening. In Montreal, FM's share has surpassed that of AM since 1982. (TABLES XII and XIII).

Overall, FM accounts for 40 percent of all radio use. It tends to be least important relatively in the **Breakfast** period. Its relative importance increases as the day proceeds. (Figure 10). FM's share is 30 percent during the breakfast period, 39 percent during the midday period, 43 percent during the drive period and 48 percent during the evening period. As we outlined earlier, the **breakfast** period is predominant for radio in general, and the total size of the radio market has remained stable. The inference: over the past ten years, the growth of FM radio has put pressure on AM radio audiences, and especially in off-prime, non-breakfast periods. (TABLE XIV).

FIGURE 10

DISTRIBUTION OF AM/FM HOURS OF LISTENING

BY TIMEBLOCK CANADA FALL 1984

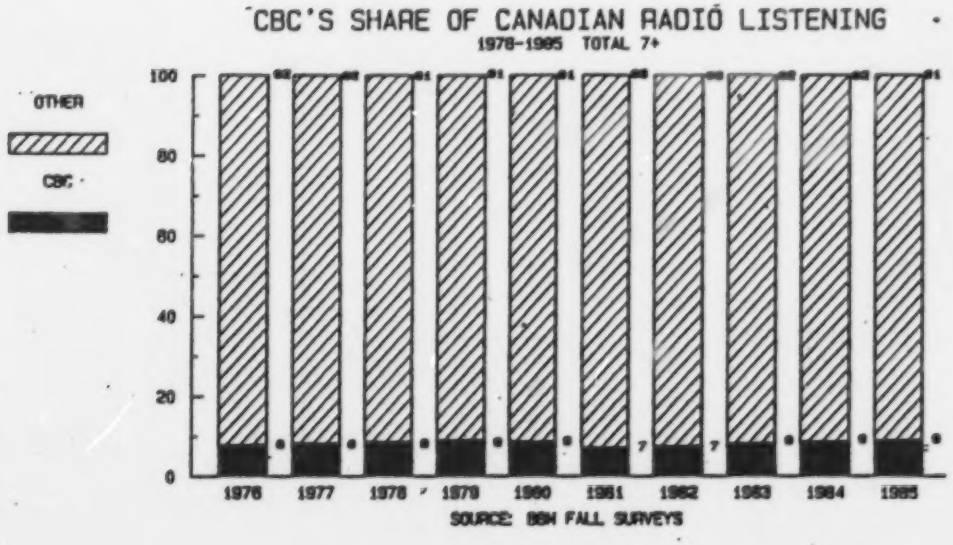


SOURCE: BBM FALL 1984

GROWTH OF PUBLIC RADIO

A significant presence of public radio is one of the characteristics of the Canadian radio scene that differentiates it from that in the U.S. How significant is that presence? In 1985, CBC owned stations accounted for about 9 percent of all radio use in Canada -- somewhat higher for adults, higher for women than for men. (See Figure 11). (TABLE XV).

FIGURE 11



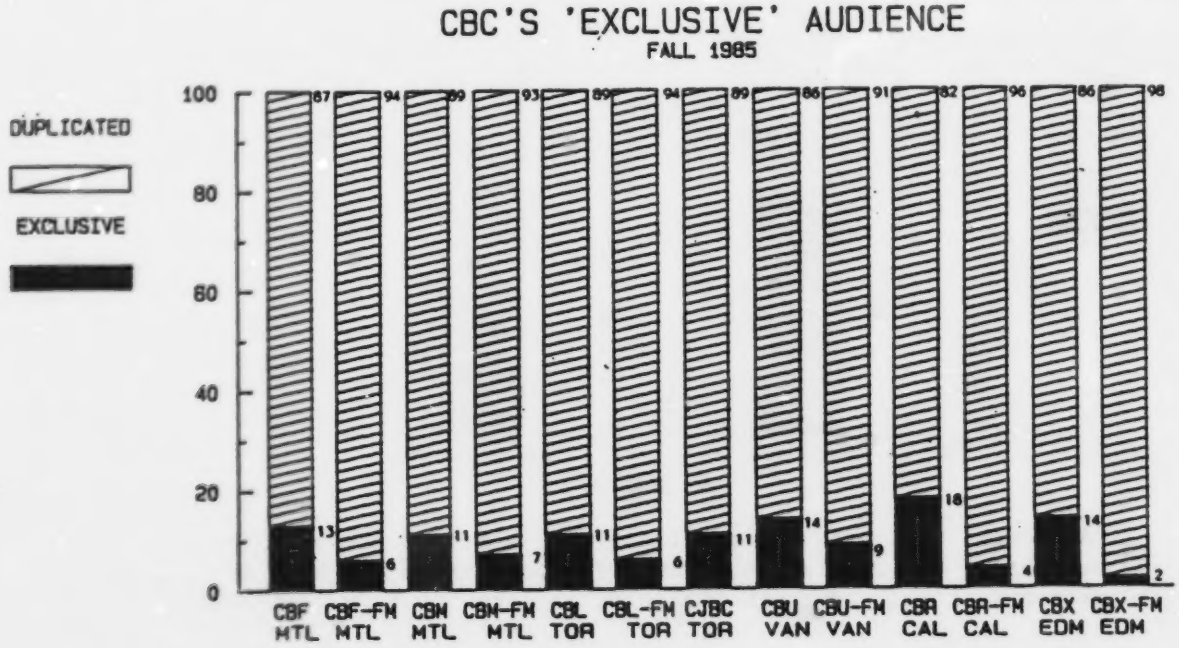
However, this is not a particularly fair comparison, since CBC radio doesn't operate in all cities on this basis. Hence, we have calculated an average share over all of the metropolitan areas where CBC radio does operate. The conclusions are the same as those in Figure 11; details may be found in TABLE XVI.

CBC radio's share increased from 8 percent in 1976 to 9 percent in 1980. In 1981, CBC radio was hit by a strike; its share declined to 7 percent. However, each year since that date has shown an increase in share until in 1985, it stood at 9 percent.

Much of the growth has been in audiences to the FM services (paralleling the growth in FM radio in general). But there has also been significant growth in the audience share of CBC English language AM radio. (TABLES XV and XVI).

The CBC audience is not a "special" or "separate" audience: it is shared with private radio. Figure 12 shows the extent to which the audience to a CBC radio station is "exclusive" to that station. For example, of the total Montreal audience to CBF, 13 percent listens only to CBF; the remaining 87 percent listen also to other radio stations in the market. None of these "exclusive audience" percentages are radically different from the corresponding figures for private radio stations. CBC radio shares audience with other radio stations. (TABLE XVII).

FIGURE 12



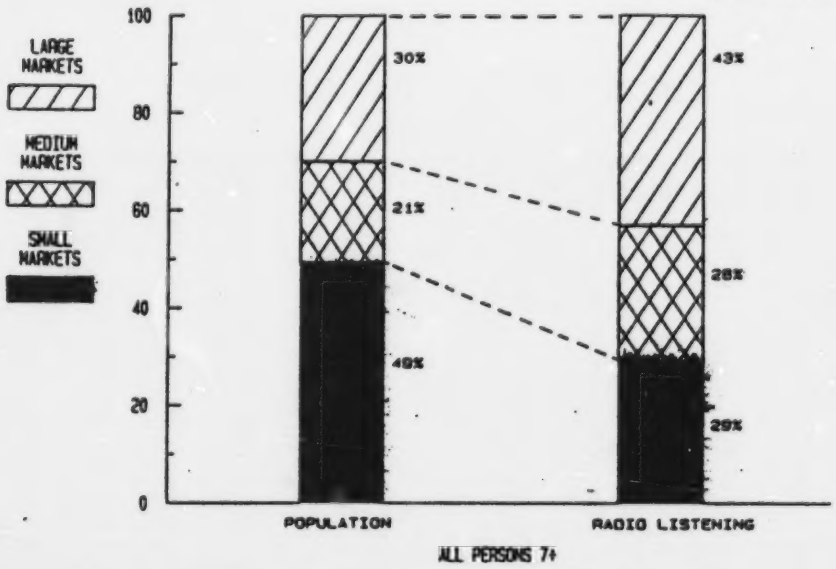
SOURCE: BBM FALL 1985

AUDIENCE DISTRIBUTION BY MARKET SIZE

There is a final aspect of radio audiences in Canada which is worthy of comment. This is the extent to which stations in the larger metropolitan markets attract audiences outside of those markets and "spill" into others. For example, five radio stations are licensed to serve the Hamilton market; yet a majority of the listening in Hamilton is to Canadian stations located outside of the city. A more general indication of the way in which this happens is given in Figure 13.

DISTRIBUTION OF HOURS OF LISTENING AND POPULATION BY MARKET SIZE - FALL 1985

FIGURE 13



Although the three major urban areas in Canada account for 30 percent of the population, their radio stations account for 43 percent of all the radio listening in the country. (TABLE XVIII).

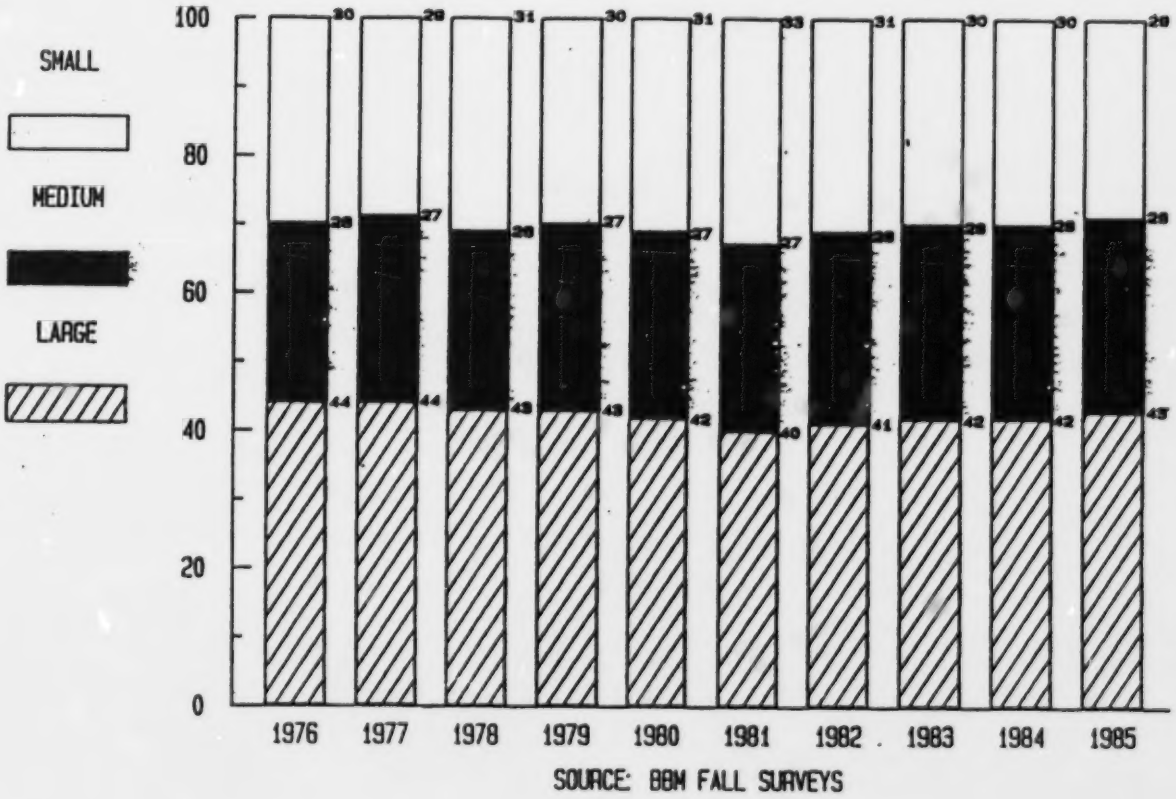
Further perspective is thrown on this by looking at it on a provincial basis. Montreal accounts for 44 percent of the population of Quebec, and yet its radio stations account for 63 percent of all the listening to Quebec-based radio stations. Similar situations obtain in other provinces. (TABLE XIX). One possible explanation for this phenomenon is that major market stations, with their larger population base can exist by appealing to tighter segments -- and this appeal spills into smaller adjacent markets, whose stations need a broader segment in order to survive. The problem of spill is not unique to radio -- it exists also for television where the policy of cable substitution has been devised to cope with it. In radio, no such easy solutions exist.

This problem, incidentally is not a new one. this is illustrated in figure 14.

FIGURE 14

DISTRIBUTION OF TOTAL LISTENING HOURS BETWEEN SMALL, MEDIUM & LARGE MARKET STATIONS-1976-1985

(BBM REPORTED STATIONS EXCLUDING U.S.)



SOURCE: BBM FALL SURVEYS

SUMMARY AND CONCLUSIONS

Canadian radio gets lots of play. And there is nothing new about this situation. The market size is stable as are most of its major parameters: use by demographic, by daypart, quintile distribution, etc. The growth of FM radio in the past ten years has therefore taken place at the expense of AM radio; the attractiveness of the FM demographics provided added pressure on AM radio. The existence and audience growth of a strong public radio system is also a characteristic of these years.

A REVIEW OF TRENDS IN CANADIAN RADIO LISTENING

1976 - 1985

T A B L E S

I.RADIO LISTENING TRENDS BY PROVINCE

This table shows the weekly reach and average hours per capita of radio use for each BBM Fall Sweep survey from 1975 to 1985. "Weekly reach" describes the percentage of the specified population group using radio for at least one fifteen minute period during the week. Average hours of use per capita represents the average amount of weekly use per person (listeners and non-listeners) in the specified population subgroup.

There are six tables, each providing data for a different subgroup as follows: total population aged 7 and over; adults 18+; women 18+; men 18+; teenagers, aged 12-17; and children aged 7-11. Each table provides information for each province separately and for a total of the ten provinces. (BBM does not conduct its surveys in the Yukon or North West Territories).

TABLE I

RADIO LISTENING TRENDS BY PROVINCE
1975 - 1985
AVERAGE HOURS/CAPITA + WEEKLY REACH

FALL SURVEYS - ALL PERSONS 7+

	1975*		1976		1977		1978		1979		1980		1981		1982		1983		1984		1985	
	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH
NEWFOUNDLAND	16.9	97	15.7	93	16.7	95	16.9	93	16.7	93	17.0	94	14.1	92	14.7	90	14.8	91	16.0	94	15.5	92
P.E.I.	23.2	98	19.9	95	20.5	97	21.6	97	21.2	98	21.8	98	18.1	95	18.8	96	16.8	94	18.0	96	16.6	93
NOVA SCOTIA	20.4	99	18.3	96	18.5	97	18.5	97	19.4	96	19.7	96	18.2	95	18.5	95	18.3	95	18.3	95	18.9	96
NEW BRUNSWICK	18.8	98	16.5	94	17.9	97	17.5	95	18.1	95	18.6	95	17.7	94	16.7	93	17.0	93	16.6	93	17.0	92
QUEBEC	19.9	96	17.5	93	18.9	96	18.6	94	20.3	95	20.3	95	18.7	93	19.9	94	20.6	94	20.5	94	20.1	93
ONTARIO	19.6	98	17.6	96	17.4	97	18.2	97	19.0	96	19.3	97	18.4	95	18.4	95	18.6	95	18.7	96	19.4	95
MANITOBA	18.7	98	16.8	97	17.4	97	17.4	97	18.8	97	19.9	96	17.8	95	17.4	95	18.0	95	17.8	96	17.7	95
SASKATCHEWAN	19.8	99	16.8	97	17.4	97	17.1	95	17.9	97	18.4	96	17.0	94	17.0	94	17.3	93	17.2	95	17.0	94
ALBERTA	20.1	98	16.7	96	18.0	97	18.0	96	18.4	96	19.3	96	17.0	94	18.3	95	18.4	95	18.5	96	18.6	95
B.C.	19.6	98	16.7	94	17.0	95	16.6	95	17.9	95	18.5	94	17.5	93	17.4	94	16.9	93	17.1	94	17.9	94
CANADA	19.7	98	17.3	95	17.8	96	18.0	96	19.1	96	19.4	96	18.0	94	18.4	95	18.7	95	18.7	95	19.0	94

*ALL PERSONS 12+

TABLE I

RADIO LISTENING TRENDS BY PROVINCE
1975 - 1985
AVERAGE HOURS/CAPITA + WEEKLY REACH

FALL SURVEYS - ADULTS 18+

	1975		1976		1977		1978		1979		1980		1981		1982		1983		1984		1985	
	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH
NEWFOUNDLAND	18.0	97	17.8	95	18.5	96	19.3	95	18.5	94	18.7	95	15.6	94	16.7	92	16.4	92	17.7	95	17.0	93
P.E.I.	24.7	99	22.5	97	22.5	98	23.9	99	23.8	97	24.0	99	20.1	96	20.4	96	18.5	95	19.6	97	18.3	95
NOVA SCOTIA	21.4	99	20.7	97	20.6	98	20.6	98	21.5	98	21.7	98	20.3	97	20.4	96	20.1	96	20.1	96	20.9	97
NEW BRUNSWICK	19.7	98	18.6	96	19.9	98	19.3	96	20.2	98	20.6	97	19.5	95	18.7	96	18.9	94	18.5	94	18.8	94
QUEBEC	21.2	96	19.9	96	21.1	97	20.9	96	22.6	97	22.6	97	20.8	96	21.9	96	22.7	96	22.7	96	22.0	95
ONTARIO	20.7	98	19.8	98	19.3	98	20.2	98	20.9	97	21.2	98	20.2	97	20.2	97	20.4	96	20.4	96	21.1	97
MANITOBA	19.6	98	18.7	98	19.4	98	19.3	98	20.6	98	21.9	97	19.7	96	19.2	97	19.8	96	19.7	97	19.4	96
SASKATCHEWAN	21.2	99	18.8	98	19.2	98	19.1	97	20.0	99	20.4	98	18.8	96	19.0	96	19.2	94	19.0	96	19.0	96
ALBERTA	21.5	98	18.8	97	20.1	98	20.2	98	20.4	98	21.4	97	18.8	96	20.2	97	20.3	96	20.1	97	20.4	96
B.C.	20.6	97	18.2	96	18.7	97	18.5	96	19.7	97	20.5	96	19.4	95	19.2	96	18.6	95	18.7	95	19.6	95
CANADA	20.8	98	19.5	97	19.9	98	20.1	97	21.1	97	21.5	97	19.9	96	20.3	96	20.6	96	20.6	96	20.8	96

TABLE I

RADIO LISTENING TRENDS BY PROVINCE
1975 - 1985
AVERAGE HOURS/CAPITA + WEEKLY REACH

FALL SURVEYS - WOMEN 18+

	1975		1976		1977		1978		1979		1980		1981		1982		1983		1984		1985	
	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH
NEWFOUNDLAND	20.9	98	20.6	98	20.9	96	20.8	96	19.4	92	20.9	97	17.9	96	18.4	92	19.0	94	19.9	96	18.4	95
P.E.I.	27.0	99	25.6	99	24.5	99	26.3	99	24.6	97	26.3	100	22.1	96	23.1	97	20.2	97	21.8	98	21.4	96
NOVA SCOTIA	24.3	99	22.8	98	22.9	98	22.0	98	23.5	98	23.5	98	22.0	98	22.0	97	22.3	96	22.0	96	22.7	98
NEW BRUNSWICK	22.1	99	21.6	97	21.9	98	21.6	98	23.0	99	22.2	97	22.0	96	21.5	97	21.4	97	20.1	94	20.9	96
QUEBEC	23.3	97	22.6	97	23.4	97	23.2	97	24.9	97	24.1	97	22.5	96	24.1	97	24.7	96	24.2	96	23.5	96
ONTARIO	22.2	98	21.4	98	20.8	98	21.9	98	22.7	98	22.4	98	21.7	97	21.9	97	21.7	97	21.4	96	22.3	97
MANITOBA	22.1	99	20.8	99	21.3	98	20.4	97	22.2	98	22.7	98	21.5	97	20.5	98	20.4	95	21.1	97	20.3	96
SASKATCHEWAN	23.8	99	20.2	98	20.9	97	20.1	98	21.5	99	21.4	98	19.5	97	20.1	97	19.6	95	20.3	97	19.6	96
ALBERTA	22.4	99	20.2	97	21.6	98	21.7	98	21.6	97	21.9	97	20.3	96	21.2	97	20.8	97	21.0	97	21.0	96
B.C.	22.0	98	19.9	97	20.3	97	20.0	96	21.2	96	22.4	96	20.7	95	21.2	96	19.6	96	19.9	95	21.0	96
CANADA	22.6	98	21.4	98	21.7	98	21.9	97	22.9	97	22.8	97	21.5	96	22.1	97	22.0	97	21.8	96	22.0	96

TABLE I

RADIO LISTENING TRENDS BY PROVINCE
1975 - 1985
AVERAGE HOURS/CAPITA + WEEKLY REACH

FALL SURVEYS - MEN 18+

	1975		1976		1977		1978		1979		1980		1981		1982		1983		1984		1985	
	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH
NEWFOUNDLAND	15.3	96	15.1	93	16.0	96	17.7	94	17.5	96	16.6	94	13.4	92	14.9	92	13.8	90	15.5	94	15.6	92
P.E.I.	22.2	98	19.2	95	20.3	97	21.4	98	23.0	98	21.6	99	17.9	96	17.5	96	16.7	94	17.3	96	15.1	93
NOVA SCOTIA	18.5	99	18.4	97	18.1	99	19.1	98	19.4	98	19.8	98	18.5	97	18.7	95	17.8	95	18.1	95	19.0	96
NEW BRUNSWICK	17.3	97	15.4	95	17.8	98	17.0	95	17.5	97	19.1	97	16.9	94	15.9	94	16.2	92	16.9	93	16.5	91
QUEBEC	19.1	95	17.2	95	18.7	97	18.6	96	20.2	97	21.0	98	19.0	95	19.6	95	20.5	95	21.0	96	20.5	94
ONTARIO	19.2	99	18.2	98	17.7	98	18.3	98	19.1	97	20.0	98	18.5	96	18.4	96	19.0	96	19.3	96	19.9	97
MANITOBA	16.9	98	16.7	97	17.5	98	18.2	98	19.0	98	21.2	96	17.8	96	17.7	96	19.2	96	18.3	97	18.5	97
SASKATCHEWAN	18.5	99	17.3	97	17.5	98	18.0	96	18.6	99	19.3	98	18.1	95	17.9	95	18.8	93	17.7	95	18.4	95
ALBERTA	20.7	98	17.4	97	18.6	98	18.8	98	19.2	98	21.0	97	17.4	96	19.3	97	19.8	96	19.2	96	19.7	96
B.C.	19.1	97	16.5	95	17.0	96	16.9	96	18.2	97	18.6	96	18.1	95	17.1	95	17.5	94	17.4	95	18.1	95
CANADA	19.0	97	17.4	96	18.0	97	18.2	97	19.2	97	20.1	97	18.3	96	18.5	96	19.1	95	19.2	96	19.5	95

TABLE I

RADIO LISTENING TRENDS BY PROVINCE
1975 - 1985
AVERAGE HOURS/CAPITA + WEEKLY REACH

FALL SURVEYS - TEENS 12-17

	1975		1976		1977		1978		1979		1980		1981		1982		1983		1984		1985	
	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH
NEWFOUNDLAND	12.3	96	13.6	96	15.4	96	13.6	93	14.4	91	15.1	97	13.2	93	12.2	88	13.6	93	14.3	93	13.7	91
P.E.I.	16.0	98	16.0	99	17.4	99	18.8	99	15.7	100	16.9	97	13.4	97	16.0	98	13.3	86	15.3	98	12.2	93
NOVA SCOTIA	16.0	96	13.9	96	14.8	98	14.6	98	15.9	97	16.1	97	13.1	93	15.2	95	15.2	97	13.5	94	13.4	93
NEW BRUNSWICK	14.0	96	13.7	97	14.3	95	14.9	97	15.0	96	14.1	97	14.2	94	12.2	92	12.4	90	12.1	92	12.0	91
QUEBEC	13.1	96	12.7	93	13.7	97	12.6	95	14.1	95	13.9	95	12.5	90	13.8	93	13.5	93	12.9	91	13.7	91
ONTARIO	13.0	98	13.1	97	13.0	98	14.0	99	14.5	98	15.5	98	14.3	95	13.3	95	13.5	95	14.1	94	14.2	95
MANITOBA	13.6	98	13.2	98	13.1	97	13.3	99	16.3	99	15.8	98	14.1	95	14.7	95	12.9	94	12.5	90	12.9	94
SASKATCHEWAN	13.3	98	13.5	98	14.0	98	13.8	97	13.5	99	14.5	95	13.7	94	12.7	93	13.0	88	13.0	91	11.7	91
ALBERTA	12.8	97	13.2	97	14.2	99	13.4	97	14.9	96	14.8	97	13.0	95	13.9	93	13.0	93	15.0	97	14.0	96
B.C.	14.1	99	14.6	96	12.2	97	12.2	95	13.5	95	13.8	95	11.6	90	12.3	91	11.4	90	12.4	90	12.5	91
CANADA	13.3	97	13.2	96	13.4	97	13.4	97	14.4	97	14.8	97	13.3	93	13.4	93	13.2	93	13.5	93	13.6	93

TABLE I

RADIO LISTENING TRENDS BY PROVINCE
1975 - 1985
AVERAGE HOURS/CAPITA + WEEKLY REACH

FALL SURVEYS - CHILDREN 7-11

	1975		1976		1977		1978		1979		1980		1981		1982		1983		1984		1985	
	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH
NEWFOUNDLAND	NA	NA	7.3	77	8.8	86	7.6	80	9.3	85	8.1	84	5.6	79	5.5	77	5.4	82	5.9	80	6.4	80
P.E.I.			7.7	77	9.8	87	7.5	79	7.5	96	10.5	90	7.3	85	9.0	90	6.1	78	6.5	82	6.0	80
NOVA SCOTIA			7.1	85	7.6	90	6.7	81	7.1	79	7.4	82	6.0	78	5.7	78	5.6	80	6.5	82	5.5	83
NEW BRUNSWICK			6.4	77	8.8	89	7.5	82	5.9	68	7.9	80	6.7	83	5.5	76	6.5	76	5.8	78	6.4	81
QUEBEC			5.6	70	7.6	82	5.9	70	7.2	73	5.8	68	5.2	67	5.6	74	6.3	76	5.8	75	5.8	75
ONTARIO			6.3	82	7.2	89	6.8	85	7.0	83	7.2	86	6.0	81	6.4	84	5.9	82	6.3	85	6.3	84
MANITOBA			6.5	89	6.3	88	6.2	84	5.9	84	6.7	79	4.6	76	4.7	79	6.9	83	5.5	81	5.7	82
SASKATCHEWAN			6.6	85	6.7	89	5.5	78	5.4	75	6.3	81	4.8	73	5.0	75	5.7	78	5.2	80	4.9	77
ALBERTA			6.9	86	7.2	87	5.7	82	6.0	80	7.1	84	5.5	78	5.3	77	5.6	80	6.3	84	6.2	82
B.C.			6.3	80	6.1	80	6.1	82	6.5	80	5.5	73	5.7	81	5.6	79	5.1	75	4.7	74	5.3	79
CANADA			6.3	79	7.3	86	6.4	80	6.8	79	6.7	79	5.6	77	5.8	79	5.9	79	5.9	80	5.9	80

N.B. FALL 1975 CHILDREN NOT MEASURED

TABLE II

TRENDS IN RADIO LISTENING BY MAJOR URBAN AREA
1975 - 1985 ALL PERSONS 7+
AVERAGE HOURS/CAPITA + WEEKLY REACH

FALL SURVEYS

	1975*		1976		1977		1978		1979		1980		1981		1982		1983		1984		1985	
	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH
St. John's	18.8	99	16.0	97	18.1	96	17.4	95	20.2	98	18.4	97	16.5	95	16.3	93	17.4	96	18.0	95	17.7	95
Saint John	19.8	98	15.3	95	17.4	99	17.6	97	17.6	95	18.2	95	17.8	95	16.9	94	16.4	93	16.5	95	17.8	95
Moncton	20.7	99	18.8	95	19.2	97	18.5	99	18.4	95	19.2	97	20.3	96	17.6	95	18.9	96	16.5	93	19.0	96
Halifax	20.9	99	17.7	97	18.3	98	18.1	98	19.0	97	20.4	97	18.8	97	18.7	94	17.8	96	18.2	97	19.6	97
Sydney	22.7	99	20.0	96	20.8	99	19.9	98	22.0	97	22.3	97	19.5	95	18.8	94	21.4	94	19.4	93	19.9	94
Chicoutimi	17.4	93	15.1	89	16.3	95	15.2	91	17.4	95	16.2	92	14.8	94	17.1	93	16.4	92	16.2	92	17.9	92
Quebec City	18.9	97	16.6	93	18.6	96	17.1	95	19.3	95	19.3	94	17.8	94	20.1	95	21.6	95	21.5	95	22.5	96
Sherbrooke	17.8	97	16.5	95	17.7	95	18.5	93	18.2	93	18.5	97	18.1	91	20.0	95	20.3	96	22.2	96	19.7	94
Montreal	21.3	98	19.1	95	20.0	97	20.3	96	22.7	97	22.4	96	20.0	95	21.4	96	22.1	96	22.0	95	21.2	94
Trois Rivieres	21.3	99	17.9	96	17.9	93	21.1	95	20.2	95	23.1	96	19.1	93	20.1	94	20.0	93	20.2	95	20.3	94
Ottawa	20.0	97	17.2	96	18.3	97	17.9	97	19.2	97	18.6	96	18.2	96	18.2	96	18.0	96	19.0	97	19.5	96
Toronto	20.1	99	18.2	98	17.5	98	18.8	97	19.1	96	19.9	98	18.5	96	18.2	96	18.8	96	19.5	96	20.1	97
Hamilton	21.1	99	19.3	97	19.7	98	19.9	98	20.6	96	20.1	97	19.2	98	20.1	95	20.6	96	19.5	97	21.2	97
Kitchener	20.2	98	17.9	96	17.8	97	17.4	97	18.7	97	19.4	97	18.8	96	18.2	96	18.3	96	19.2	96	18.2	95
London	18.8	98	18.3	96	17.3	98	17.1	98	19.1	98	18.8	97	19.2	96	18.8	95	18.9	96	16.8	96	17.9	96
Windsor	20.4	98	17.2	96	17.3	96	18.0	98	20.4	97	19.9	97	19.4	97	18.3	97	17.4	95	16.6	95	17.4	95
Sudbury	17.8	96	15.7	97	14.8	97	17.3	97	18.2	97	19.2	95	17.6	96	17.8	96	17.4	94	17.5	95	19.2	92
Thunder Bay	18.8	97	15.0	96	16.3	96	16.1	95	17.0	97	17.5	96	17.4	94	17.4	95	15.9	95	16.7	95	16.9	96
Winnipeg	19.1	99	17.5	99	18.0	98	17.8	97	19.0	97	21.4	97	19.1	96	18.3	97	18.5	95	18.9	97	17.9	96
Regina	20.5	100	17.3	99	18.2	98	17.4	96	19.6	97	18.4	97	17.1	95	17.6	94	18.3	95	18.4	97	16.9	96
Saskatoon	21.4	99	17.7	96	18.5	98	17.2	96	16.1	98	18.7	97	17.4	97	17.5	96	17.4	93	16.6	94	16.2	95
Calgary	19.6	97	17.7	97	18.4	97	18.4	97	19.1	96	19.2	97	17.2	96	18.1	95	18.5	96	18.0	97	18.7	96
Edmonton	21.2	99	16.6	97	17.6	98	17.6	97	17.2	97	19.9	97	17.1	96	18.4	96	19.1	95	19.0	96	19.1	96
Vancouver	21.0	99	18.0	96	18.0	97	18.0	97	19.2	97	20.6	95	18.9	95	18.5	95	17.6	95	17.8	94	19.4	96
Victoria	19.1	95	17.4	95	17.3	97	17.4	95	19.5	95	17.9	94	18.0	94	18.2	94	18.0	94	19.7	94	17.8	96

* ALL PERSONS 12+

III. TRENDS IN RADIO LISTENING BY SUBGROUP

This table shows the weekly reach of radio and the average per capita hours of radio use for the period 1976 through 1985. In each case, the Fall sweep survey has been used. Information is shown for a wide range of demographic subgroups: adult women by age, adult men by age, adult women by educational level, adult men by educational level,home language, adult men by occupational grouping and adult women by labour force status. In each case, the estimates for weekly reach and average hours of listening refer to the subgroup identified in the stub at the left hand side of the table.

Information on the demographics of survey respondents is provided by the respondents themselves. For all categories except age, there is a small "no answer" group which has not been shown here.

Note that the age groupings for BBM surveys were changed in 1979; prior to that year, the information recorded against '50-59' is for the group '50+'. Information for teens and children, on a similar basis may be found in TABLE I.

The question on "home language" is similar to that used by the Census: 'What language do you use most often at home'.

TABLE III

TRENDS IN RADIO LISTENING BY SUBGROUP
CANADA 1976 - 1985
AVERAGE HOURS/CAPITA + WEEKLY REACH

FALL SURVEYS

	1976		1977		1978		1979		1980		1981		1982		1983		1984		1985	
	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH
AGE/SEX																				
Women 18-24	17.5	95	19.7	98	17.8	98	19.7	98	19.9	98	18.6	97	19.3	98	18.6	97	18.4	97	20.3	97
25-34	20.1	99	20.4	98	20.1	97	21.3	98	21.1	97	20.8	97	20.6	97	21.0	97	20.6	97	20.3	97
35-49	23.4	100	23.3	98	23.4	97	24.4	97	24.8	97	23.6	97	24.1	97	23.5	97	22.6	96	22.6	97
50-59	23.2*	97	24.2*	97	24.3*	97	26.6	97	26.4	97	24.9	96	25.5	96	25.1	97	26.3	97	24.6	97
60+	NA	NA	NA	NA	NA	NA	23.3	97	22.6	96	20.4	94	22.1	95	22.2	95	22.4	94	23.5	95
Men 18-24	15.6	91	17.2	98	17.0	97	19.0	98	18.5	98	16.4	95	17.0	96	17.1	94	16.8	95	18.8	95
25-34	17.6	98	18.2	98	17.4	97	19.0	98	19.6	97	19.1	97	19.4	96	20.3	96	20.6	97	20.0	97
35-49	17.6	99	18.3	98	19.1	97	19.0	97	20.9	98	19.2	96	18.4	96	19.4	96	18.9	96	18.9	96
50-59	18.5*	96	19.6*	97	19.0*	96	20.2	97	21.0	97	18.4	96	18.8	95	19.5	94	19.8	95	19.9	95
60+	NA	NA	NA	NA	NA	NA	19.5	95	20.7	96	18.1	94	18.6	95	18.6	94	19.8	95	20.6	95
EDUCATION - ADULT WOMEN																				
None + Grade School	22.7	96	23.3	95	23.0	96	24.3	95	23.9	96	20.8	94	21.8	94	21.8	93	22.1	92	22.2	94
High School (Some+Compl.)	22.1	98	22.2	98	23.1	98	24.0	98	23.7	97	22.6	97	23.4	97	23.1	97	23.0	97	23.1	97
University (Incl.Comm/Tech)	19.5	98	19.9	98	19.8	97	21.1	98	21.3	98	20.0	97	20.4	98	20.7	97	20.4	97	20.7	97
EDUCATION - ADULT MEN																				
None + Grade School	16.4	94	17.4	95	18.0	94	17.6	94	20.2	97	16.8	94	16.9	93	16.7	91	17.5	92	18.1	92
High School (Some+Compl.)	17.8	96	18.7	97	19.1	97	20.3	98	21.0	98	19.0	95	19.1	96	20.0	95	20.2	96	20.1	96
University (Incl.Comm/Tech)	17.3	98	17.4	98	16.5	98	18.9	98	19.2	98	18.2	97	18.4	97	19.1	97	18.9	97	19.4	97

* 50+ data: Prior to 1979 50-59 + 60+ not measured separately

TABLE III

TRENDS IN RADIO LISTENING BY SUBGROUP
CANADA 1976 - 1985
AVERAGE HOURS/CAPITA + WEEKLY REACH

FALL SURVEYS

	1976		1977		1978		1979		1980		1981		1982		1983		1984		1985	
	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH	AV HR/ CAP	% REACH
HOME LANGUAGE (ADULTS)																				
English	19.5	98	19.7	98	20.1	98	21.1	98	21.4	97	20.0	97	20.2	97	20.2	96	20.2	97	20.7	97
French	19.6	96	21.0	97	20.9	96	22.4	97	22.4	97	20.5	96	21.6	96	21.9	93	22.2	96	21.9	96
OCCUPATION - MEN 18+																				
Manager/Executive/Prof.	18.0	98	17.9	98	18.5	98	18.9	98	19.5	98	18.9	97	18.0	97	18.0	92	19.0	97	19.3	97
White Collar	19.4	98	21.6	99	21.5	99	21.7	98	23.3	98	22.0	97	21.8	98	19.7	86	22.8	97	23.2	98
Blue Collar	16.8	95	17.6	97	17.7	97	19.2	98	19.8	97	18.1	96	18.6	95	18.0	88	19.3	96	19.6	96
Farm/Fishermen	16.1	96	18.2	97	18.3	95	19.1	96	20.7	97	17.3	95	18.9	95	15.8	77	19.0	95	20.3	96
OCCUPATION - WOMEN 18+																				
Work Full-Time (20 hrs)	20.2	98	20.7	98	21.1	98	22.4	98	22.8	98	21.9	97	22.3	98	22.4	97	21.8	97	22.7	98
Don't Work Full-Time (0-19 hrs/wk)	21.9	97	22.0	97	22.4	97	23.2	97	22.9	97	21.4	96	22.0	96	21.8	96	22.0	96	21.7	95

IV. USE OF RADIO BY TIME PERIOD

In this table, we present information on the use of radio in five defined time blocks. These blocks are **Breakfast** (Monday-Friday 6.00 am - 10.00 am); **Midday** (Monday-Friday 10.00 am - 3.00 pm; **Drive** (Monday-Friday 3.00 pm - 7.00 pm; **Evening** (Monday-Friday 7.00 pm - Midnight); and **Weekend** (Saturday and Sunday 7.00 am - 7.00 pm).

For each block, the information shown is the average quarter hour time block rating -- i.e. the percent of the specified subgroup listening to radio during the average quarter hour within the time block. Separate data is shown for all persons aged 7+, Women aged 18+, Men aged 18+ and teens aged 12-17. As in previous tables, comparable data is shown for each survey year from 1975 to 1985.

TABLE IV

USE OF RADIO BY TIME PERIOD
CANADA 1975 - 1985
AVERAGE ½ HOUR TIME BLOCK RATINGS

		FALL SURVEYS										
		1975*	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
ALL PERSONS 7+	Population	18,400,900	20,884,100	21,109,400	21,270,600	21,498,000	21,563,600	21,765,600	22,229,500	22,503,700	22,730,200	22,914,700
Breakfast	6a-10a Mon-Fri	24.3	22.0	21.8	23.1	24.0	24.4	23.1	23.0	23.5	24.1	23.8
Midday	10a- 3P Mon-Fri	17.1	18.0	15.6	15.5	16.4	16.5	15.9	16.6	16.8	16.6	17.2
Drive	3p- 7p Mon-Fri	16.2	14.3	14.6	14.7	15.9	16.1	15.0	15.5	15.6	15.8	15.7
Evening	7p-Mint Mon-Fri	9.2	7.7	8.0	8.1	8.7	8.9	8.4	8.4	8.3	8.3	8.5
Weekend	7a- 7p Mon-Sun	16.3	14.7	15.2	14.8	15.6	15.9	13.7	14.0	14.3	14.4	14.7
WOMEN 18+	Population	7,865,600	8,075,000	8,268,000	8,457,300	8,648,800	8,758,400	8,930,800	9,236,700	9,434,000	9,604,00	9,732,600
Breakfast	6a-10a Mon-Fri	29.5	28.8	27.8	29.2	29.8	30.0	28.3	28.3	28.4	28.9	28.3
Midday	10a- 3p Mon-Fri	23.4	22.1	22.8	22.6	23.6	23.3	22.4	23.2	23.1	22.4	22.8
Drive	3p- 7p Mon-Fri	17.1	16.4	16.2	16.4	17.7	17.3	16.7	17.5	17.5	17.2	17.2
Evening	7p-Mint Mon-Fri	8.2	7.0	7.6	7.6	8.1	8.0	7.9	8.2	7.7	7.6	7.8
Weekend	7a- 7p Sat-Sun	18.4	19.9	18.1	17.7	18.7	18.6	16.3	16.9	17.0	17.0	17.4
MEN 18+	Population	7,649,500	7,845,400	8,013,200	8,125,400	8,325,900	8,428,700	8,587,500	8,814,100	9,010,000	9,160,200	9,273,000
Breakfast	6a-10a Mon-Fri	23.1	21.6	21.6	22.9	23.9	24.7	23.0	22.6	23.5	24.2	23.9
Midday	10a- 3p Mon-Fri	15.5	13.5	14.8	15.0	15.8	16.3	15.5	16.0	16.7	16.5	17.3
Drive	3p- 7p Mon-Fri	16.6	15.2	15.7	15.8	16.8	17.7	16.1	16.4	16.7	17.0	16.8
Evening	7p-Mint Mon-Fri	9.2	8.2	8.3	8.5	9.0	9.5	8.9	8.6	8.8	8.8	9.1
Weekend	7a- 7p Sat-Sun	15.5	14.6	15.0	14.5	15.2	15.9	13.4	13.6	14.1	14.1	14.4
TEENS 12-17	Population	2,885,800	2,906,900	2,886,400	2,855,700	2,684,600	2,571,100	2,463,200	2,407,700	2,290,900	2,227,000	2,175,300
Breakfast	6a-10a Mon-Fri	13.0	13.4	13.1	14.0	14.8	15.0	14.3	14.2	14.5	14.8	14.4
Midday	10a- 3p Mon-Fri	4.3	4.1	5.2	4.5	4.4	4.2	3.6	3.9	3.0	3.1	3.4
Drive	3p- 7p Mon-Fri	12.6	12.2	12.5	12.3	13.5	13.5	12.1	12.3	11.6	12.4	12.1
Evening	7p-Mint Mon-Fri	11.6	11.3	11.2	11.2	12.9	13.7	12.7	12.6	13.0	13.1	13.1
Weekend	7a- 7p Sat-Sun	12.5	12.4	12.4	12.5	12.8	13.3	11.2	11.0	11.0	11.2	11.5

* ALL PERSONS 12+

Population Source: BBM Population Estimates

V. DISTRIBUTION OF RADIO USE BY QUINTILE : FALL 1985

For this table, all respondents to the Fall 1985 radio survey were ranked according to the amount of radio use shown in the diary. The ordered list of respondents was then divided into five equal parts, starting with the respondent with the least radio listening and ending with the respondent with the most radio listening. This yields five groups, each representing 20 percent of the total population. The total radio listening of each group was then calculated. The table shows the proportion of all radio listening that is accounted for by each group or quintile: the lightest listening quintile accounts for 2 percent of all radio use, while the heaviest listening quintile accounts for 49 percent of all radio use. Also shown in the table are the average hours of radio use and the range in hours of use, for each of the five quintiles.

TABLE V

DISTRIBUTION OF RADIO USE BY QUINTILE
CANADA - ALL PERSONS 7+
FALL 1985 BBM

	POPULATION 7+	% TOTAL HOURS	AVG. HRS/WK	RANGE (HOURS)
Quintile 1 (Lightest)	20	2	2.3	0-5.3
Quintile 2	20	9	8.2	5.3-11.0
Quintile 3	20	15	14.6	11.0-18.5
Quintile 4	20	25	23.9	18.5-31.0
Quintile 5 (Heaviest)	20	49	46.7	31.0-120.8

VI. TRENDS IN DISTRIBUTION OF RADIO LISTENING BY QUINTILE

This table is similar in format to the preceeding TABLE V. It shows the quintile distribution for radio listening for each Fall sweep survey from 1976 to 1985.

TABLE VI

TRENDS IN DISTRIBUTION OF RADIO LISTENING BY QUINTILE
CANADA 1976 - 1985
ALL PERSONS 7+/WOMEN 18+/Men 18+

	FALL SURVEYS									
	1976 %	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %	1984 %	1985 %
WOMEN 18+										
Quintile 1 (Lightest)	2	2	2	2	2	2	1	1	2	2
Quintile 2	6	6	6	6	7	6	6	6	6	6
Quintile 3	12	12	12	13	13	12	12	13	13	13
Quintile 4	23	24	24	24	24	25	25	25	24	25
Quintile 5 (Heaviest)	57	56	56	55	54	55	56	55	55	54
Total	100	100	100	100	100	100	100	100	100	100
MEN 18+										
Quintile 1 (Lightest)	2	3	2	3	3	2	2	2	2	2
Quintile 2	10	10	10	10	10	9	10	9	9	9
Quintile 3	17	18	17	18	17	17	17	16	17	16
Quintile 4	26	25	26	25	25	25	25	25	25	25
Quintile 5 (Heaviest)	45	44	45	44	45	47	46	48	47	48
Total	100	100	100	100	100	100	100	100	100	100
ALL PERSONS 7+										
Quintile 1 (Lightest)	3	3	3	3	3	2	3	2	2	2
Quintile 2	9	9	9	10	10	9	9	9	9	9
Quintile 3	16	16	16	16	16	15	15	15	15	15
Quintile 4	25	25	25	25	25	25	25	25	25	25
Quintile 5 (Heaviest)	47	47	47	46	46	49	48	49	49	49
Total	100	100	100	100	100	100	100	100	100	100

VII. CHARACTERISTICS OF RADIO LISTENERS BY QUINTILE

This table describes the characteristics of each quintile of radio listeners. (For definition of 'quintile' please see TABLE V).

There is a column heading for each quintile (1= lightest through 5= heaviest), and for the total sample of respondents. The characteristics used to describe each quintile are : adult women by age group, adult men by age group, adult women by educational level, adult men by educational level, adult men by occupational level and adult women by labour force status.

The table should be read as follows. 16 percent of the lightest listening quintile (#1) are women aged 18-24; 18 percent of quintile 2 are women aged 18-24, ... 13 percent of quintile 5 are women aged 18-24. This compares with 16 percent of the total population of adult women who are aged 18-24.

TABLE VII

CHARACTERISTICS OF RADIO LISTENERS
BY QUINTILE - CANADA
FALL 1985

% OF LISTENERS

	LIGHTEST QUINTILE 1	QUINTILE 2	QUINTILE 3	QUINTILE 4	HEAVIEST QUINTILE 5	ALL RADIO LISTENERS
AGE/SEX						
Women 18-24	16	18	18	15	13	16
25-34	26	28	27	23	20	24
35-49	27	25	26	27	27	26
50-59	10	10	10	12	15	12
60+	21	19	19	23	25	22
Men 18-24	18	17	16	17	15	16
25-34	25	25	26	25	27	26
35-49	28	30	29	27	26	28
50-59	12	12	13	11	13	12
60+	17	16	16	20	19	18
EDUCATION - ADULT WOMEN						
None + Grade School	14	9	9	10	11	10
High School (Some+Compl)	49	49	48	51	57	52
University (Incl. Comm/Tech)	37	42	43	39	32	38
EDUCATION - ADULT MEN						
None + Grade School	16	11	9	10	11	11
High School (Some+Compl)	45	44	43	43	48	44
University (Incl. Comm/Tech)	39	45	48	47	41	45
OCCUPATION -MEN 18+						
Manager/Exec./Prof.	35	35	38	34	30	34
White Collar	6	7	9	12	12	10
Blue Collar	54	53	48	48	52	51
Farm/Fishermen	5	5	5	5	6	5
OCCUPATION - WOMEN 18+						
Work Full Time (20+hrs)	38	42	44	39	42	41
Don't Work Full Time	62	58	56	61	58	59

VIII. IN HOME AND OUT OF HOME RADIO LISTENING

BBM surveys ask respondents to describe whether their listening was 'in home' or 'away from home' for each quarter hour of reported listening. 'Away from Home' includes listening in the car, at a place of work or elsewhere.

This table takes the total amount of reported listening for the Fall 1985 radio survey and distributes it between in home and out of home listening. For the total sample aged 7 and over, 68 percent of all reported listening was 'in home' and 32 percent was 'out of home'.

Information is given for all persons 7+, women 18+, men 18+, teens 12-17, adults 18-24, adults 25-34, adults 35-49 and adults 50+

TABLE VIII

IN-HOME/OUT-OF-HOME RADIO
CANADA - FALL 1985
DISTRIBUTION OF TOTAL HOURS TUNED MON-SUN 5A-1A

	TOTAL 7+ %	WOMEN 18+ %	MEN 18+ %	TEENS %
In-Home	68	75	56	81
Out-of-Home	32	25	44	19
Total Canada	100	100	100	100

	ADULTS 18-24 %	ADULTS 25-34 %	ADULTS 35-49 %	ADULTS 50+ %
In-Home	52	53	59	84
Out-of-Home	48	47	41	16
Total Canada	100	100	100	100

IX. CHARACTERISTICS OF IN HOME AND OUT OF HOME RADIO LISTENING

This Table shows the distribution of the total in-home, out-of-home and the total radio listening hours based on the Fall 1985 survey, for all persons by age and sex characteristics. The distribution of hours for each group is given for men by education and occupation and women by education and labour force status.

This table says that while 24% of the total radio hours tuned are by persons aged 35-49, this same group has a 23% share of the total in-home radio hours, and 28% share of the total out-of-home hours tuned.

TABLE IX

CHARACTERISTICS OF IN-HOME vs OUT-OF-HOME RADIO LISTENERS
CANADA - FALL 1985

		% DISTRIBUTION OF TOTAL HOURS TUNED		
		IN-HOME %	OUT-OF-HOME %	TOTAL %
AGE				
	7-11	3	1	2
	12-17	8	4	7
	18-24	10	20	14
	25-34	17	31	22
	35-49	23	28	24
	50-54	6	5	6
	55-59	7	5	6
	60+	26	6	19
AGE/SEX				
Women	18-24	11	26	14
	25-34	19	31	22
	35-49	26	28	27
	50-54	7	5	7
	55-59	8	4	7
	60+	29	6	23
Men	18-24	14	18	16
	25-34	20	34	26
	35-49	24	30	27
	50-54	7	6	6
	55-59	7	5	6
	60+	28	7	19
EDUCATION - ADULT WOMEN				
None + Grade School		13	4	10
High School (Some+Compl)		54	52	54
University (Incl. Comm/Tech)		33	44	36
EDUCATION - ADULT MEN				
None + Grade School		14	7	10
High School (Some+Compl)		44	48	46
University (Incl. Comm/Tech)		42	45	44
OCCUPATION - WOMEN 18+				
Work Full Time (20+hrs)		32	71	42
Don't Work Full Time		68	29	58
OCCUPATION -MEN 18+				
Manager/Exec./Prof.		35	32	33
White Collar		10	12	11
Blue Collar		48	52	51
Farm/Fishermen		7	4	5

X. TRENDS IN LISTENING TO U.S. RADIO STATIONS IN BORDER MARKETS

This table shows the share of audience of all U.S. radio stations combined in four Canadian radio markets where many U.S. signals can be received: Toronto, St. Catherines Niagara, Windsor and Vancouver.

Information is presented from 1981 to 1985, since BBM did not code all individual U.S. radio stations prior to that date. Information is for all those aged 7 and over in the specified census metropolitan area.

TABLE X

TRENDS IN LISTENING TO U.S. RADIO STATIONS IN BORDER MARKETS BBM FALL SURVEYS 1976-1985

MARKET	% SHARE TOTAL HOURS TUNED 7+ TO U.S. STATIONS				
	1981 %	1982 %	1983 %	1984 %	1985 %
Toronto CMA	4	4	4	4	2
St. Catharines/ Niagara CMA	27	28	29	29	27
Windsor CMA	61	61	62	68	58
Vancouver CMA	7	8	9	7	6

XI. TRENDS IN AM/FM LISTENING BY DEMOGRAPHIC

This table shows the percentage of all listening to radio that was done to AM radio stations and FM radio stations, for each Fall sweep survey from 1976 to 1985.

Separate information is presented for all persons 7+, women 18+, men 18+, teens 12-17, women by age group, men by age group, home language, women by educational level, men by educational level, men by occupational level and women by labour force status.

TABLE XI

TRENDS IN AM/FM LISTENING BY DEMOGRAPHIC & SUBGROUP
CANADA 1976 - 1985
BBM FALL SURVEYS - MONDAY-SUNDAY 5A-1A

		AM/FM SHARE OF TOTAL HOURS TUNED									
		1976 %	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %	1984 %	1985 %
ALL PERSONS 7+	AM	83	83	81	76	74	68	64	62	60	59
	FM	17	17	19	24	26	32	36	38	40	41
WOMEN 18+	AM	83	83	81	76	76	69	65	64	63	61
	FM	17	17	19	24	24	31	35	36	37	39
MEN 18+	AM	81	81	79	74	71	66	63	60	58	56
	FM	19	19	21	26	29	34	37	40	42	44
TEENS 12-17	AM	88	88	87	80	76	65	59	56	58	56
	FM	12	12	13	20	24	35	41	44	42	44
WOMEN 18-24	AM	76	77	73	67	65	55	49	49	42	43
	FM	24	23	27	33	35	45	51	51	58	57
25-34	AM	79	78	75	69	68	63	58	53	53	51
	FM	21	22	25	31	32	37	42	47	47	49
35-49	AM	83	85	81	78	78	71	66	64	65	62
	FM	17	15	19	22	22	29	34	36	35	38
50-59*	AM	86	88	86	80	82	75	74	71	71	69
	FM	14	12	14	20	18	24	26	29	29	31
60+*	AM	91	89	90	86	85	82	79	78	77	77
	FM	9	11	10	14	15	18	21	22	23	23

* 50-64, 65+ Fall 76/77/78

TABLE XI

TRENDS IN AM/FM LISTENING BY DEMOGRAPHIC & SUBGROUP
CANADA 1976 - 1985
BBM FALL SURVEYS - MONDAY-SUNDAY 5A-1A

		AM/FM SHARE OF TOTAL HOURS TUNED									
		1976 %	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %	1984 %	1985 %
MEN 18-24	AM	72	75	71	62	58	50	45	41	38	34
	FM	28	25	29	38	42	50	55	59	62	66
25-34	AM	77	77	74	68	66	60	55	52	49	47
	FM	23	23	26	32	34	40	45	48	51	53
35-49	AM	83	81	80	77	74	69	67	64	61	59
	FM	17	19	20	23	26	31	33	36	39	41
50-59*	AM	85	85	85	81	77	76	72	70	68	69
	FM	15	15	15	19	23	24	28	30	32	31
60+*	AM	92	90	88	85	84	81	79	75	75	75
	FM	8	10	12	15	16	19	21	25	25	25
HOME LANGUAGE - ADULTS 18+											
ENGLISH	AM	83	84	81	77	75	69	66	64	63	61
	FM	17	16	19	23	25	31	34	36	37	39
FRENCH	AM	78	78	76	71	69	65	58	58	55	52
	FM	22	22	24	29	31	35	42	42	45	48

* 50-64, 65+ FALL 76/77/78.

TABLE XI

TRENDS IN AM/FM LISTENING BY DEMOGRAPHIC & SUBGROUP
CANADA 1976 - 1985
BBM FALL SURVEYS - MONDAY-SUNDAY 5A-1A

		AM/FM SHARE OF TOTAL HOURS TUNED									
		1976 %	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %	1984 %	1985 %
EDUCATION - ADULT WOMEN											
NONE & GR.SCHOOL	AM	90	91	87	86	86	81	78	79	77	75
	FM	10	9	13	14	14	19	22	21	23	25
HIGH SCHOOL											
(Some & Compl.)	AM	83	84	81	78	77	71	67	64	64	63
	FM	17	16	19	22	23	29	33	36	36	37
UNIVERSITY											
(Incl. Comm/Tech)	AM	78	78	76	69	69	61	57	57	56	54
	FM	22	22	24	31	31	39	43	43	44	46
EDUCATION - ADULT MEN											
NONE & GR.SCHOOL	AM	91	90	91	87	85	84	79	77	76	74
	FM	9	10	9	13	15	16	21	23	24	26
HIGH SCHOOL											
(Some & Compl.)	AM	82	82	81	77	74	68	65	62	60	58
	FM	18	18	19	23	26	32	35	38	40	42
UNIVERSITY											
(Inc.Comm/Tech)	AM	74	75	71	67	64	57	54	52	50	50
	FM	26	25	29	33	36	43	46	48	50	50

TABLE XI

TRENDS IN AM/FM LISTENING BY DEMOGRAPHIC & SUBGROUP
CANADA 1976 - 1985
BBM FALL SURVEYS - MONDAY-SUNDAY 5A-1A

		AM/FM SHARE OF TOTAL HOURS TUNED									
		1976 %	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %	1984 %	1985 %
OCCUPATION - MEN 18+											
MAN/EXEC/PROF.	AM	76	74	72	69	66	60	55	56	51	51
	FM	24	26	28	31	34	40	45	44	49	49
WHITE COLLAR	AM	78	75	71	70	64	58	55	51	49	47
	FM	22	25	29	30	36	42	45	49	51	53
BLUE COLLAR	AM	82	83	81	74	71	67	62	60	56	54
	FM	18	17	19	26	29	33	38	40	44	46
FARM/FISHERMEN	AM	94	94	93	89	89	87	86	80	80	76
	FM	6	6	7	11	11	13	14	20	20	24
OCCUPATION - WOMEN 18+											
WORK FULL-TIME	AM	76	77	73	63	68	60	55	54	52	51
	FM	24	23	27	37	32	40	45	46	48	49
DON'T WORK FULL-TIME	AM	85	85	83	83	79	74	70	69	68	68
	FM	15	15	17	17	21	26	30	31	32	32

XII. TRENDS IN AM/FM RADIO LISTENING BY PROVINCE

This table shows the distribution of all radio listening between AM and FM stations, for each Fall radio survey, from 1976 to 1985. Separate information is given for each province. Separate tables describe trends for all persons aged 7 and over, for women aged 18+, men 18+, teens 12-17.

TABLE XII

TRENDS IN AM/FM LISTENING BY PROVINCE
BBM FALL SURVEYS 1976-1985
MON-SUN 5A-1A

ALL PERSONS 7+

AM/FM SHARE OF TOTAL HOURS TUNED

		NFLD %	P.E.I. %	N.S. %	N.B. %	QUE. %	ONT. %	MAN. %	SASK %	ALTA %	B.C. %
AM RADIO											
	1976	na	na	na	na	na	na	na	na	na	na
	1977	96	96	91	96	77	77	86	97	93	91
	1978	96	93	89	95	76	76	85	97	92	86
	1979	91	89	87	90	70	70	84	96	90	82
	1980	93	89	82	89	68	68	81	94	88	82
	1981	87	89	78	83	64	59	77	95	84	71
	1982	81	76	75	82	57	57	80	90	76	70
	1983	78	79	74	78	55	54	77	90	72	68
	1984	74	73	71	74	53	54	75	87	74	66
	1985	71	71	69	74	51	52	75	87	72	66
FM RADIO											
	1976	na	na	na	na	na	na	na	na	na	na
	1977	4	4	9	4	23	23	14	3	7	9
	1978	4	7	11	5	24	24	15	3	8	14
	1979	9	11	13	10	30	30	16	4	10	18
	1980	7	11	18	11	32	32	19	6	12	18
	1981	13	11	22	17	36	41	23	5	16	29
	1982	19	24	25	18	43	43	20	10	24	30
	1983	22	21	26	22	45	46	23	10	28	32
	1984	26	27	29	26	47	46	25	13	26	34
	1985	29	29	31	26	49	48	25	13	28	34

TABLE XII

TRENDS IN AM/FM LISTENING BY PROVINCE
BBM FALL SURVEYS 1976-1985
MON-SUN 5A-1A

WOMEN 18+

		AM/FM SHARE OF TOTAL HOURS TUNED									
		NFLD %	P.E.I. %	N.S. %	N.B. %	QUE. %	ONT. %	MAN. %	SASK %	ALTA %	B.C. %
AM RADIO											
	1976	na	na	na	na	na	na	na	na	na	na
	1977	98	95	89	96	78	83	85	96	92	91
	1978	97	92	88	95	77	75	84	98	92	86
	1979	92	90	86	89	72	70	85	95	91	82
	1980	96	88	82	88	70	69	84	94	91	83
	1981	91	88	79	82	65	61	81	95	86	74
	1982	na	na	na	na	59	na	na	na	na	na
	1983	80	77	76	78	59	55	81	91	74	71
	1984	77	68	74	74	56	56	79	88	74	69
	1985	77	68	71	74	55	55	78	88	73	69
FM RADIO											
	1976	na	na	na	na	na	na	na	na	na	na
	1977	2	5	11	4	22	17	15	4	8	9
	1978	3	8	12	5	23	25	16	2	8	14
	1979	8	10	14	11	28	30	15	5	9	18
	1980	4	12	18	12	30	31	16	6	9	17
	1981	9	12	21	18	35	39	19	5	14	26
	1982	na	na	na	na	41	na	na	na	na	na
	1983	20	23	24	22	41	45	19	9	26	29
	1984	23	32	26	26	44	44	21	12	26	31
	1985	23	32	29	26	45	45	22	12	27	31

TRENDS IN AM/FM LISTENING BY PROVINCE
BBM FALL SURVEYS 1976-1985
MON-SUN 5A-1A

MEN 18+

AM/FM SHARE OF TOTAL HOURS TUNED

		NFLD %	P.E.I. %	N.S. %	N.B. %	QUE. %	ONT. %	MAN. %	SASK %	ALTA %	B.C. %
AM RADIO											
	1976	na	na	na	na	na	na	na	na	na	na
	1977	95	95	92	95	73	73	87	96	92	89
	1978	95	92	88	95	73	73	86	95	91	84
	1979	90	85	86	91	67	67	83	96	88	81
	1980	91	88	79	89	65	64	79	94	84	80
	1981	85	87	76	81	62	57	76	95	83	70
	1982	na	na	na	na	55	na	na	na	na	na
	1983	79	77	71	77	53	52	72	89	71	67
	1984	74	76	67	74	50	50	72	88	72	64
	1985	69	71	65	73	48	49	72	86	71	63
FM RADIO											
	1976	na	na	na	na	na	na	na	na	na	na
	1977	5	5	8	5	27	27	13	4	8	11
	1978	5	8	12	5	27	27	14	5	9	16
	1979	10	15	14	9	33	33	17	4	12	19
	1980	9	12	21	11	35	36	21	6	16	20
	1981	15	13	24	19	38	43	24	5	17	30
	1982	na	na	na	na	45	na	na	na	na	na
	1983	21	23	29	23	47	48	28	11	29	33
	1984	26	24	33	26	50	50	28	12	28	36
	1985	31	29	35	27	52	51	28	14	29	37

TABLE XII

TRENDS IN AM/FM LISTENING BY PROVINCE
BBM FALL SURVEYS 1976-1985
MON-SUN 5A-1A

TEENS 12-17

AM/FM SHARE OF TOTAL HOURS TUNED

		NFLD %	P.E.I. %	N.S. %	N.B. %	QUE. %	ONT. %	MAN. %	SASK %	ALTA %	B.C. %
AM RADIO											
	1976	na	na	na	na	na	na	na	na	na	na
	1977	92	99	96	99	78	86	91	99	95	95
	1978	96	98	96	96	78	85	93	99	96	92
	1979	87	99	94	93	68	80	82	99	92	84
	1980	87	95	91	95	64	75	69	98	89	79
	1981	77	96	85	92	58	59	62	97	74	60
	1982	70	89	81	85	44	56	65	91	74	56
	1983	63	91	73	86	43	53	62	87	70	52
	1984	62	88	72	80	40	56	65	79	75	61
	1985	54	89	72	79	38	54	73	88	73	58
FM RADIO											
	1976	na	na	na	na	na	na	na	na	na	na
	1977	8	1	4	1	22	14	9	1	5	5
	1978	4	2	4	4	22	15	7	1	4	8
	1979	13	1	6	7	32	20	18	1	8	16
	1980	13	5	9	5	36	25	31	2	11	21
	1981	23	3	15	8	42	41	38	3	26	40
	1982	30	11	19	15	56	44	35	9	26	44
	1983	37	9	27	14	57	47	38	13	30	48
	1984	38	12	28	20	60	44	35	21	25	39
	1985	46	11	28	21	62	46	27	12	27	42

XIII. TRENDS IN AM/FM LISTENING BY MAJOR URBAN AREA

This table shows the distribution of all radio listening between AM and FM stations, for each Fall radio survey from 1975 to 1985. Separate information is given for four census metropolitan areas: Montreal, Ottawa, Toronto and Vancouver. A separate table describes trends for the major subgroups of women, men and teens as well as for the total sample aged 7 and over.

TABLE XIII

TRENDS IN AM/FM LISTENING BY CITY
BBM FALL SURVEYS 1975-1985
AM/FM SHARES OF TOTAL HOURS TUNED MON-SUN 5A-1A

		ALL PERSONS 7+*				TEENS 12-17**			
		MTL. %	OTT. %	TOR. %	VAN. %	MTL. %	OTT. %	TOR. %	VAN. %
AM RADIO									
	1975 (12+)	71	70	73	84	66	87	82	86
	1976	68	69	70	81	66	85	79	92
	1977	65	66	70	80	67	77	82	87
	1978	66	71	68	82	66	85	74	86
	1979	61	57	63	76	51	75	73	70
	1980	59	58	63	76	49	68	66	60
	1981	56	56	55	66	40	61	53	42
	1982	46	49	54	66	26	46	51	46
	1983	47	49	53	63	32	48	50	36
	1984	47	49	54	62	31	65	58	60
	1985	44	53	54	66	32	68	51	55
FM RADIO									
	1975 (12+)	26	25	19	12	32	11	8	10
	1976	32	28	26	13	32	12	15	6
	1977	32	33	22	19	32	21	13	10
	1978	34	29	32	18	31	12	21	11
	1979	39	43	37	24	47	23	24	26
	1980	41	42	37	24	49	28	29	30
	1981	44	44	45	34	58	37	45	54
	1982	54	51	46	34	72	50	46	53
	1983	53	51	47	37	66	50	48	60
	1984	53	51	46	38	67	34	40	40
	1985	56	47	46	34	64	27	48	39

* AM/FM ratios pro-rated and exclude "Others - Don't Know"

** May not add to 100% due to "Others - Don't Know"

TABLE XIII

TRENDS IN AM/FM LISTENING BY CITY
BBM FALL SURVEYS 1975-1985
AM/FM SHARES OF TOTAL HOURS TUNED MON-SUN 5A-1A

		WOMEN 18+**				MEN 18+**			
		MTL. %	OTT. %	TOR. %	VAN. %	MTL. %	OTT. %	TOR. %	VAN. %
AM RADIO									
	1975	71	66	70	84	68	68	73	84
	1976	69	67	72	79	61	65	66	81
	1977	68	70	71	80	60	61	66	74
	1978	65	67	64	78	61	65	59	77
	1979	61	52	63	71	54	53	57	71
	1980	62	58	62	72	53	47	55	67
	1981	57	52	57	66	51	53	50	58
	1982	50	53	50	65	45	42	53	66
	1983	51	50	50	60	44	44	51	65
	1984	51	52	47	57	44	38	55	66
	1985	47	53	48	60	41	43	56	70
FM RADIO									
	1975	25	27	22	11	26	28	19	13
	1976	29	27	24	17	36	30	28	14
	1977	31	27	23	16	37	36	28	22
	1978	32	29	31	17	38	33	34	20
	1979	36	45	33	24	41	42	38	24
	1980	36	41	30	19	46	47	42	25
	1981	39	43	39	29	45	45	47	36
	1982	49	45	48	32	54	55	41	29
	1983	47	47	48	38	54	53	47	33
	1984	47	46	49	41	53	60	43	33
	1985	52	44	49	39	59	51	40	29

** May not add to 100% due to "Others - Don't Know"

XIV. DISTRIBUTION OF AM/FM RADIO USE BY TIME BLOCK

This table shows the distribution of all radio listening between AM and FM stations, for each of five specific time blocks. These are **Breakfast** (Monday-Friday 6.00 am-10.00 am);**Midday** (Monday-Friday 10.00 am-3.00 pm);**Drive** (Monday-Friday 3.00 pm-7.00 pm);**Nighttime** (Monday-Friday 7.00 pm-Midnight); and **Weekend** (Saturday and Sunday, 7.00 am-7.00 pm). A figure for the whole week is given for comparative purposes.

A separate column of information is given for all persons, women 18+ and men 18+, for two recent Fall sweep surveys, 1983 and 1984.

TABLE XIV

DISTRIBUTION OF AM/FM USE BY TIMEBLOCK
TOTAL CANADA

		% SHARE OF AM/FM TOTAL HOURS TUNED					
		ALL PERSONS 7+		WOMEN 18+		MEN 18+	
		1983	1984	1983	1984	1983	1984
MON-FRI 6A-10A	AM	72	70	74	72	70	68
	FM	28	30	26	28	30	32
MON-FRI 10A- 3P	AM	63	61	65	63	60	57
	FM	37	39	35	37	40	43
MON-FRI 3P- 7P	AM	58	57	58	58	58	55
	FM	42	43	42	42	42	45
MON-FRI 7P-MDNT	AM	52	52	52	53	49	48
	FM	48	48	48	47	51	52
SAT-SUN 7A- 7P	AM	58	57	60	58	57	54
	FM	42	43	40	42	43	46
TOTAL WEEK	AM	62	60	64	63	60	58
MON-SUN 5A- 1A	FM	38	40	36	37	40	42

XV. TRENDS IN SHARES OF CBC RADIO LISTENING

This table shows the share of listening to CBC owned radio stations, from 1975 to 1985. Separate information is given for English AM, English FM, French AM and French FM stations. Each share figure is calculated by taking the total hours of listening to CBC and dividing it by the total hours of listening to all radio in Canada, during the survey in question. (This does not take into account the fact that not all Canadians have access to a CBC owned and operated radio station -- see TABLE XVI).

Separate information is given for all persons 7 and over, women 18+, Men 18+ and teens aged 12-17.

TRENDS IN SHARES OF CBC RADIO LISTENING
CANADA 1975 - 1985
BBM FALL SURVEYS

TABLE XV

	% SHARE TOTAL CANADA HOURS TUNED										
	1975*	1976	1977	1978	1979	1980	1981	1982	1983	1984	1985
ALL PERSONS 7+											
English AM (CBC+)	4.9	5.0	5.0	5.4	5.7	5.5	4.3	4.7	5.0	5.3	5.5
English FM (CBCFM+)	0.6	0.7	0.6	0.8	1.0	1.0	1.0	1.1	1.4	1.4	1.6
French AM (CBF+)	2.1	1.8	2.1	2.0	1.7	1.7	1.4	1.1	1.3	1.1	1.3
French FM (CBFFM+)	0.2	0.3	0.3	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.5
TOTAL CANADA	100	100	100	100	100	100	100	100	100	100	100
WOMEN 18+											
English AM	4.8	5.1	5.2	5.9	6.1	5.9	4.6	5.2	5.5	5.9	5.9
English FM	0.6	0.8	0.5	1.0	0.9	1.0	1.1	1.2	1.6	1.5	1.6
French AM	2.2	2.0	2.3	2.1	1.7	1.9	1.7	1.3	1.3	1.2	1.5
French FM	0.2	0.3	0.2	0.3	0.4	0.3	0.4	0.4	0.5	0.6	0.5
TOTAL CANADA	100	100	100	100	100	100	100	100	100	100	100
MEN 18+											
English AM	6.1	6.0	6.1	6.2	6.4	6.3	4.7	4.9	5.4	5.6	5.9
English FM	0.8	0.7	0.8	0.8	1.2	1.2	1.2	1.3	1.5	1.4	1.8
French AM	1.5	1.9	2.4	2.3	2.2	1.9	1.4	1.1	1.4	1.2	1.3
French FM	0.2	0.3	0.5	0.3	0.5	0.5	0.5	0.5	0.5	0.6	0.7
TOTAL CANADA	100	100	100	100	100	100	100	100	100	100	100
TEENS 12-17											
English AM	1.0	1.3	1.0	0.9	1.0	1.0	0.8	0.8	0.7	0.6	0.7
English FM	-	0.1	0.1	-	0.1	0.1	0.1	0.2	0.2	0.2	0.2
French AM	1.0	0.6	0.7	0.5	0.4	0.4	0.3	0.4	0.3	0.2	0.2
French FM	0.1	0.1	0.2	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1
TOTAL CANADA	100	100	100	100	100	100	100	100	100	100	100

*All Persons 12+ - Less than .05% - SOURCE: BBM Reach Reports

XVI. TRENDS IN SHARES OF LISTENING TO CBC RADIO BY MARKET

This table shows the market share of CBC radio stations, in each market where there is such a station, from 1975 to 1985. The information is based upon the total sample of respondents aged 7 or more, within the specified market. 'Market share' is simply the percent of all radio listening in the market that is accounted for by the CBC station.

When the total hours tuned for the 28 markets in this analysis are combined, the CBC's share ranged from a low of 8.1% in 1981 to a high of 10.3% in 1985.

TABLE XVI

TRENDS IN SHARE OF LISTENING TO CBC RADIO BY MARKET BBM FALL SURVEYS 1975 - 1985

MARKET	% SHARE OF TOTAL HOURS TUNED 7+										
	1975 %	1976 %	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %	1984 %	1985 %
ST. JOHN'S CMA											
CBN	17	16	17	17	17	21	15	12	19	19	15
CBN-FM	2	1	1	2	2	1	1	2	2	1	2
CORNERBROOK CA											
CBY	9	11	16	11	18	15	12	8	18	10	12
GANDER/GRAND FALLS											
CBG	9	7	1	2	3	6	4	5	8	12	10
CBT	8	4	12	10	11	8	12	14	10	10	15
HAPPY VALLEY											
CFGB	16	26	20	18	26	27	18	16	18	16	25
CHARLOTTETOWN CA											
CBCT-FM	1	1	5	8	10	7	6	14	6	13	12
CAPE BRETON											
CBI	10	9	9	8	8	10	7	11	9	8	8
CBI-FM	na	na	na	na	-	1	-	1	1	1	1
HALIFAX CO											
CBH	16	15	9	14	12	12	9	9	8	11	12
CBH-FM	-	-	1	3	2	2	3	2	4	5	4
MONCTON CA											
CBA	12	10	9	12	10	12	10	14	10	13	13
CBAF	1	1	2	2	2	3	1	1	1	1	1
CBAF-FM	na	na	na	na	na	na	na	-	1	1	-

- Less Than 0.5%.

na = Station not in existence

TABLE XVI

TRENDS IN SHARE OF LISTENING TO CBC RADIO BY MARKET BBM FALL SURVEYS 1975 - 1985

MARKET	% SHARE OF TOTAL HOURS TUNED 7+										
	1975 %	1976 %	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %	1984 %	1985 %
SAINT JOHN CMA											
CBD	11	13	14	14	14	10	9	11	11	13	15
FREDERICTON CA											
CBZ	24	18	10	13	14	16	7	12	10	10	12
CBZ-FM	na	na	na	-	2	1	1	2	2	3	4
CHICOUTIMI CO											
CBJ	21	15	17	14	13	9	9	6	10	5	8
CBJ-FM	-	2	2	-	2	1	1	3	1	1	1
MATANE											
CBGA	16	15	10	13	16	15	13	13	11	13	13
MONTREAL CMA											
CBF	5	5	5	6	5	6	4	3	4	3	5
CBF-FM	1	1	1	1	1	1	1	1	2	2	2
CBM	2	2	2	2	2	2	2	2	2	2	2
CBM-FM	1	1	1	-	1	1	1	1	2	1	2
QUEBEC CMA											
CBV	12	14	12	11	12	11	7	6	5	6	7
CBV-FM	1	2	1	3	2	3	2	2	2	3	2
CBVE-FM	na	na	na	-	-	1	1	-	1	1	-
RIMOUSKI CO											
CJBR	88	92	62	15	21	10	24	8	15	12	11
CJBR-FM	4	4	1	1	4	3	3	2	2	1	3

- Less Than 0.5%

na = Station not in existence

TABLE XVI

TRENDS IN SHARE OF LISTENING TO CBC RADIO BY MARKET BBM FALL SURVEYS 1975 - 1985

MARKET	% SHARE OF TOTAL HOURS TUNED 7+										
	1975 %	1976 %	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %	1984 %	1985 %
SAGUENAY EST											
CBSI-FM	na	na	na	na	na	na	na	na	13	7	12
OTTAWA-HULL CMA											
CBO	10	13	9	10	9	10	7	8	11	9	11
CBO-FM	3	2	2	2	3	1	2	2	2	2	3
CBOF	1	1	1	2	1	1	2	1	2	1	2
CBOF-FM	-	-	1	-	1	-	1	1	1	-	1
SUDBURY CMA											
CBCS-FM	na	na	na	na	6	4	5	3	5	5	6
CBON-FM	na	na	na	na	1	-	1	1	2	1	1
THUNDER BAY CMA											
CBQ	23	16	18	17	13	20	11	19	20	18	22
CBQ-FM	na	na	na	na	na	na	na	na	na	na	1
TORONTO CMA											
CBL	4	5	5	5	6	6	4	5	6	6	5
CBL-FM	2	2	1	2	2	2	2	3	3	2	2
CBC	-	-	-	-	-	-	-	-	-	-	-
WINDSOR CMA											
CBE	9	10	8	7	8	9	7	6	8	6	5
CBE-FM	na	na	na	na	-	-	1	-	-	1	1
CBEF	2	1	-	1	-	-	-	1	-	-	-

- Less Than 0.5%

na = Station not in existence

TABLE XVI

TRENDS IN SHARE OF LISTENING TO CBC RADIO
BY MARKET
BBM FALL SURVEYS 1975 - 1985

	% SHARE OF TOTAL HOURS TUNED 7+										
MARKET	1975* %	1976 %	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %	1984 %	1985 %
WINNIPEG CMA											
CBW	8	8	9	9	6	5	7	6	8	7	8
CBW-FM	1	1	1	1	2	2	1	2	2	2	3
CKSB (St. Boniface)	-	1	-	-	-	1	-	-	-	-	-
REGINA CMA											
CBK	9	9	6	8	8	9	6	7	7	10	9
CBK-FM	na	na	2	1	1	1	-	1	1	3	1
CBKF-FM	-	-	-	-	-	-	-	-	-	-	1
SASKATOON CMA											
CBKS-FM	na	na	na	na	1	-	-	2	2	2	3
CALGARY CMA											
CBR	12	7	6	10	8	7	5	7	8	11	11
CBR-FM	1	1	1	1	1	1	1	2	2	2	4
EDMONTON CMA											
CBX	5	6	7	7	9	9	4	5	7	4	7
CBX-FM	na	na	na	na	1	1	1	1	1	2	2
CHFA	-	-	-	1	-	-	-	-	-	1	-
PRINCE RUPERT											
CFPR	44	29	26	40	31	31	34	31	31	31	24
VANCOUVER CMA											
CBU	4	5	6	7	7	7	6	6	7	7	8
CBU-FM	1	1	1	2	2	2	2	2	2	3	2
CBUF-FM	-	-	-	-	-	-	-	-	-	-	-
TOTAL OF ABOVE CBC SHARE	9.0	9.3	9.0	9.6	9.8	9.8	8.1	8.3	9.7	9.4	10.3

na = Station not in existence

- Less Than 0.5%

XVII. DUPLICATION BETWEEN CBC AND PRIVATE RADIO

This table shows the extent to which CBC radio stations share their audience with other radio stations available in the market. Information is provided for a selection of CBC radio stations in a variety of market types.

The table takes the audience for the given CBC radio station and expresses it as 100 per cent. It then shows the percent of the CBC radio audience that also listens to each of other specified radio stations in the market. An 'exclusive reach' figure shows the percent of the CBC radio audience that listens to no other radio station in the market. All of the information in this table is based upon the sample aged 7 and over in the specified market.

TABLE XVII

DUPLICATION BETWEEN CBC & PRIVATE RADIO
ALL PERSONS 7+ TOTAL WEEK MON-SUN 5A-1A
BBM FALL SURVEYS

% CBC AUDIENCE DUPLICATED WITH...

	CBN		CBN-FM	
ST. JOHN'S	1979	1985	1979	1985
CBN	-	-	88	66
CBN-FM	13	10	-	-
VOCM	72	69	45	42
CHOZ-FM	29	31	19	26
CJYQ	63	21	59	26
CKIX-FM	na	16	na	5
VOCM-FM	na	16	na	40
VOWR	36	26	36	37
EXCLUSIVE REACH	5	12	3	-

	CBH		CBH-FM	
HALIFAX	1977	1985	1977	1985
CBH-FM	-	-	77	54
CBH-FM	11	18	-	-
CJCH	54	28	41	16
CHFX-FM	16	11	25	16
CIOO-FM	na	24	na	33
CFDR	58	44	44	29
CHNS	46	26	36	17
CFRQ-FM	na	15	na	11
CKO-HA	na	10	na	17
EXCLUSIVE REACH	9	16	-	10

	CBCS-FM		CBON-FM	
SUDBURY	1979	1985	1980	1985
CBCS-FM	-	-	22	73
CBON-FM	na	9	-	-
CHNO	68	21	76	-
CIGM-FM	47	23	81	-
CKSO	53	17	81	-
CJMX-FM	na	45	22	9
CFBR	9	9	na	9
EXCLUSIVE REACH	5	17	-	17

	CBQ	
THUNDER BAY	1977	1983
CKPR	83	55
CFPA/CJLD	55	44
CJSD-FM	23	34
EXCLUSIVE REACH	11	20

	CBKS-FM	
SASKATOON	1982	1985
CKOM	13	45
CJWW	4	20
CFQC	21	46
CFMC-FM	31	37
CHSK-FM	na	5
EXCLUSIVE REACH	16	12

	CBE	
WINDSOR	1977	1981
CKWW	37	37
CKLW	29	15
CKLW-FM	5	7
CJOM-FM	10	14
EXCLUSIVE REACH	48	42

HOW TO READ:

e.g. In Fall 1985, St. John's CMA, 10% of CBN's audience also listened to CBN-FM (for at least one fifteen minute period during an average survey week) compared to 13% in Fall 1979. 12% of CBN's audience did not listen to any other radio station; i.e. they listened exclusively to CBN.

TABLE XVII

DUPLICATION BETWEEN CBC & PRIVATE RADIO
ALL PERSONS 7+ TOTAL WEEK MON-SUN 5A-1A
BBM FALL SURVEYS

% CBC AUDIENCE DUPLICATED WITH...

	CBF		CBF-FM		CBM		CBM-FM	
MONTREAL	1977	1985	1977	1985	1977	1985	1980	1985
CBF	-	-	59	50	16	9	15	21
CBF-FM	18	25	-	-	7	9	29	37
CBM	8	3	11	5	-	-	61	19
CBM-FM	na	8	na	27	na	24	-	-
CKAC	58	48	37	30	8	9	3	14
CKMF-FM	9	11	5	11	1	4	7	2
CITE-FM	11	17	10	22	3	3	8	13
CKOI-FM	9	16	17	17	3	7	11	11
CHOM-FM	9	13	12	16	13	12	16	17
CJAD	5	4	7	5	53	50	40	38
CJFM-FM	3	7	3	8	12	11	20	16
CJMS	21	11	10	6	2	4	-	3
CFGL-FM	17	15	22	14	2	1	1	6
CFQR-FM	15	7	15	12	24	21	46	25
CKGM	7	1	7	2	19	12	9	6
CKVL	20	20	10	13	7	5	1	3
CFCF	5	-	5	1	35	22	28	11
CIEL-FM	12	21	19	25	1	4	5	9
CKLM	11	4	6	1	-	-	1	-
CKO-MO	na	1	na	1	na	11	14	6
EXCLUSIVE REACH	9	13	5	6	15	11	3	7

	CBL		CBL-FM		CJBC	
TORONTO	1977	1985	1977	1985	1980	1985
CBL	-	-	54	42	41	9
CBL-FM	17	27	-	26	18	38
CJBC	na	-	na	2	-	-
CFRB	55	36	41	26	60	39
CKFM-FM	14	14	12	24	22	32
CJCL	8	22	1	27	14	42
CHFI-FM	16	12	22	14	12	32
CFTR	13	11	15	8	12	15
CHUM-FM	11	12	11	15	5	32
CHUM	22	12	16	2	10	16
CILQ-FM	5	7	9	10	-	32
CKEY	31	11	21	6	33	6
CFNY-FM	na	10	na	15	-	23
CFGM	6	4	2	3	9	6
CHIN	na	1	na	2	na	9
CJRT-FM	na	14	na	34	16	20
CKO-TO	5	13	5	15	11	6
CHIN-FM	na	3	na	4	na	9
CKLN-FM	na	-	na	2	na	-
EXCLUSIVE REACH	8	11	7	6	8	11

TABLE XVII

DUPLICATION BETWEEN CBC & PRIVATE RADIO
ALL PERSONS 7+ TOTAL WEEK MON-SUN 5A-1A
BBM FALL SURVEYS

% CBC AUDIENCE DUPLICATED WITH...

	CBO		CBO-FM		CBOF		CBOF-FM	
OTTAWA-HULL	1977	1985	1977	1985	1977	1985	1977	1985
CBO	-	-	66	46	26	13	28	21
CBO-FM	20	26	-	-	24	18	50	57
CBOF	4	3	14	8	-	-	22	30
CBOF-FM	3	4	16	21	12	18	-	-
CFRA	64	35	53	20	19	7	47	3
CHEZ-FM	12	14	15	23	11	24	15	22
CFMO-FM	29	22	29	28	19	10	43	12
CKBY-FM	9	7	4	4	7	1	13	2
CIMF-FM	1	8	7	10	23	37	24	17
CFGO	17	7	16	6	13	5	8	5
CJRC	5	1	1	2	34	14	11	6
CKCH	2	4	2	3	22	14	9	8
CKOY	28	18	16	12	5	3	7	7
CJSB	na	16	na	6	na	1	na	-
CKO-OT	na	8	na	10	na	-	na	5
EXCLUSIVE REACH	7	19	7	-	16	20	5	8

	CBK		CBK-FM		CBKF-FM	
REGINA	1979	1985	1979	1985	1983	1985
CBK	-	-	84	55	-	22
CBK-FM	8	14	-	-	48	22
CBKF-FM	na	2	na	8	-	-
CKCK	71	34	71	44	-	22
CKRM	39	36	25	16	52	14
CIZL-FM	na	21	na	28	-	22
CJME	21	27	-	13	-	22
CKIT-FM	na	36	na	30	48	14
CFMQ-FM	45	16	85	33	75	-
EXCLUSIVE REACH	7	11	-	-	-	42

DUPLICATION BETWEEN CBC & PRIVATE RADIO
ALL PERSONS 7+ TOTAL WEEK MON-SUN 5A-1A
BBM FALL SURVEYS

TABLE XVII

% CBC AUDIENCE DUPLICATED WITH...

CALGARY	CBR 1977	CBR 1985	CBR-FM 1977	CBR-FM 1985
CBR	-	-	56	57
CBR-FM	7	23	-	-
CFAC	4	20	38	10
CKXL	31	18	25	16
CJAY-FM	15	15	11	16
CFFR	na	17	na	14
CHQR	44	30	51	27
CKIK-FM	na	11	na	14
CKRY-FM	na	8	na	7
CHFM-FM	9	13	31	14
CFCN	51	17	40	9
CKO-CA	na	17	na	25
EXCLUSIVE REACH	9	18	-	4

EDMONTON	CBX 1977	CBX 1985	CBX-FM 1980	CBX-FM 1985
CBX	-	-	43	54
CBX-FM	na	24	-	-
CHED	38	12	30	22
CJCA	58	37	50	13
CIRK-FM	8	10	5	23
CISN-FM	na	5	na	4
CHQT	49	28	53	18
CKRA-FM	na	15	na	21
CFRN	32	19	22	9
CKXM-FM	14	10	35	6
CFCW	16	6	8	1
CJAX-FM	na	5	na	7
CKO-ED	na	6	4	5
CKUA-FM	4	17	10	42
EXCLUSIVE REACH	6	14	-	2

VANCOUVER	CBU 1977	CBU 1985	CBU-FM 1977	CBU-FM 1985
CBU	-	-	54	48
CBU-FM	12	23	-	-
CKNW	36	32	6	20
CFMI-FM	9	11	11	22
CHQM-FM	6	20	31	37
CKLG	18	13	17	16
CFOX-FM	8	9	13	11
CKWX	10	7	12	6
CFUN	16	12	8	13
CHQM	40	22	27	22
CJOR	45	30	13	13
CKKS-FM	na	7	na	12
CKO-VA	na	8	na	9
CISL	na	5	na	2
CJVB	7	3	5	5
EXCLUSIVE REACH	10	14	4	9

WINNIPEG	CBW 1977	CBW 1983	CBW-FM 1977	CBW-FM 1983
CBW	-	-	50	65
CBW-FM	8	27	-	-
CKSB	3	na	6	na
CJOB	63	47	48	52
CKRC	19	19	22	12
CFRW	15	17	14	20
CKY	16	14	27	12
CHMM-FM	10	7	6	11
CHIQ-FM	14	15	13	18
CFAM	14	na	6	na
CKY-FM/CITI-FM	7	15	14	13
CFRY	12	na	-	na
CJUM-FM/CKWG-FM	10	12	17	16
CKJS	13	9	8	8
EXCLUSIVE REACH	12	13	12	6

QUEBEC	CBV 1977	CBV 1983	CBV-FM 1977	CBV-FM 1983
CBV	-	-	50	56
CBV-FM	9	22	-	-
CHRC	57	27	62	2
CFLS	24	19	26	9
CJRP	34	38	13	22
CKCV	27	22	12	16
CHOI-FM	23	19	45	11
CKRL-FM	13	13	23	31
CITF-FM	na	32	na	30
CJMF-FM	na	17	na	24
CHIK-FM	na	16	na	18
EXCLUSIVE REACH	12	17	10	10

XVIII.AUDIENCE DISTRIBUTION BETWEEN SMALL, MEDIUM AND LARGE MARKET STATIONS

This table takes the total radio listening to all Canadian stations and then distributes it according to the size of the market to which the station is licensed. 'Large markets' are defined as Toronto, Montreal and Vancouver. 'Medium markets' are defined as eleven other metropolitan areas: Halifax, Quebec, Ottawa-Hull, Kitchener, London, Hamilton, Windsor, Winnipeg, Calgary, Edmonton, and Victoria. The remaining markets were classified as csmall markets'.

The table reads as follows. In '976, 44 percent of all listening to Canadian radio stations was to those licensed to Toronto, Montreal and Vancouver. 26 percent of listening was to those licensed to eleven other metropolitan areas. Stations licenced to all other markets in Canada accounted for the remaining 30 percent of listening to Canadian radio stations.

TABLE XVIII

AUDIENCE DISTRIBUTION BETWEEN SMALL, MEDIUM & LARGE MARKET STATIONS TOTAL CANADA 1976-1985 (BBM REPORTED STATIONS EXCLUDING U.S.)

	% SHARE TOTAL HOURS TUNED 7+, FULL COVERAGE AREA									
	1976 %	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %	1984 %	1985 %
BY MARKET										
Large Mkts. (Tor.Mtl.Van)	44	44	43	43	42	40	41	42	42	43
Medium Mkts. (11 Other CMA's)	26	27	26	27	27	27	28	28	28	28
Small Mkts. (All Others)	30	29	31	30	31	33	31	30	30	29
Total	100	100	100	100	100	100	100	100	100	100

This section and next section analyze the total amount of tuning to radio stations in small, medium and large markets.

For these analysis we have defined large markets as Toronto, Montreal and Vancouver; medium markets as Halifax, Quebec City, Ottawa-Hull, Kitchener, London, Winnipeg, Calgary, Edmonton, Windsor, Hamilton and Victoria and all the remaining markets as small.

XIX. AUDIENCE DISTRIBUTION BETWEEN SMALL, MEDIUM AND LARGE MARKET STATION BY PROVINCE

This table is a continuation of TABLE XVII. It shows the distribution of all listening to Canadian radio stations between those licensed to large, medium and small market stations in five provinces. (The definition of market sizes is as outlined in the notes to TABLE XVII). Again, infomration is given for each Fall survey from 1976 to 1986.

The table reads as follows: In 1985, 63 percent of all listening to radio stations licensed to Quebec markets, was done to stations licenced to a clarge' Quebec market (i.e. Montreal). 16 percent of all listening was to stations licenced to cmedium sized' markets (i.e. Quebec City). The remaining 21 percent of listening to Quebec radio stations was done to all other such stations.

The information in this table is for the total sample aged 7 and over.

TABLE XIX

AUDIENCE DISTRIBUTION BETWEEN SMALL, MEDIUM & LARGE MARKET STATIONS BY PROVINCE 1976-1985 (BBM REPORTED STATIONS EXCLUDING U.S.)

% SHARE TOTAL HOURS TUNED 7+, FULL COVERAGE AREA

		1976 %	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %	1984 %	1985 %
QUEBEC	Large	67	64	66	67	66	64	64	64	64	63
	Medium	12	13	12	12	12	12	14	15	15	16
	Small	21	23	22	21	22	24	22	21	21	21
	Total	100	100	100	100	100	100	100	100	100	100
ONTARIO	Large	49	47	48	46	45	43	44	46	48	48
	Medium	29	30	28	29	29	31	30	29	28	28
	Small	22	23	24	25	26	26	26	25	24	24
	Total	100	100	100	100	100	100	100	100	100	100
MANITOBA	Large	-	-	-	-	-	-	-	-	-	-
	Medium	85	81	80	82	86	86	85	82	84	83
	Small	15	19	20	18	14	14	15	18	16	17
	Total	100	100	100	100	100	100	100	100	100	100
ALBERTA	Large	-	-	-	-	-	-	-	-	-	-
	Medium	78	76	75	77	81	73	76	79	78	79
	Small	22	24	25	23	19	27	24	21	22	21
	Total	100	100	100	100	100	100	100	100	100	100
BRITISH COLUMBIA	Large	69	68	67	67	69	66	67	66	67	71
	Medium	7	8	8	8	7	7	7	8	8	6
	Small	24	24	25	25	24	27	26	26	25	23
	Total	100	100	100	100	100	100	100	100	100	100